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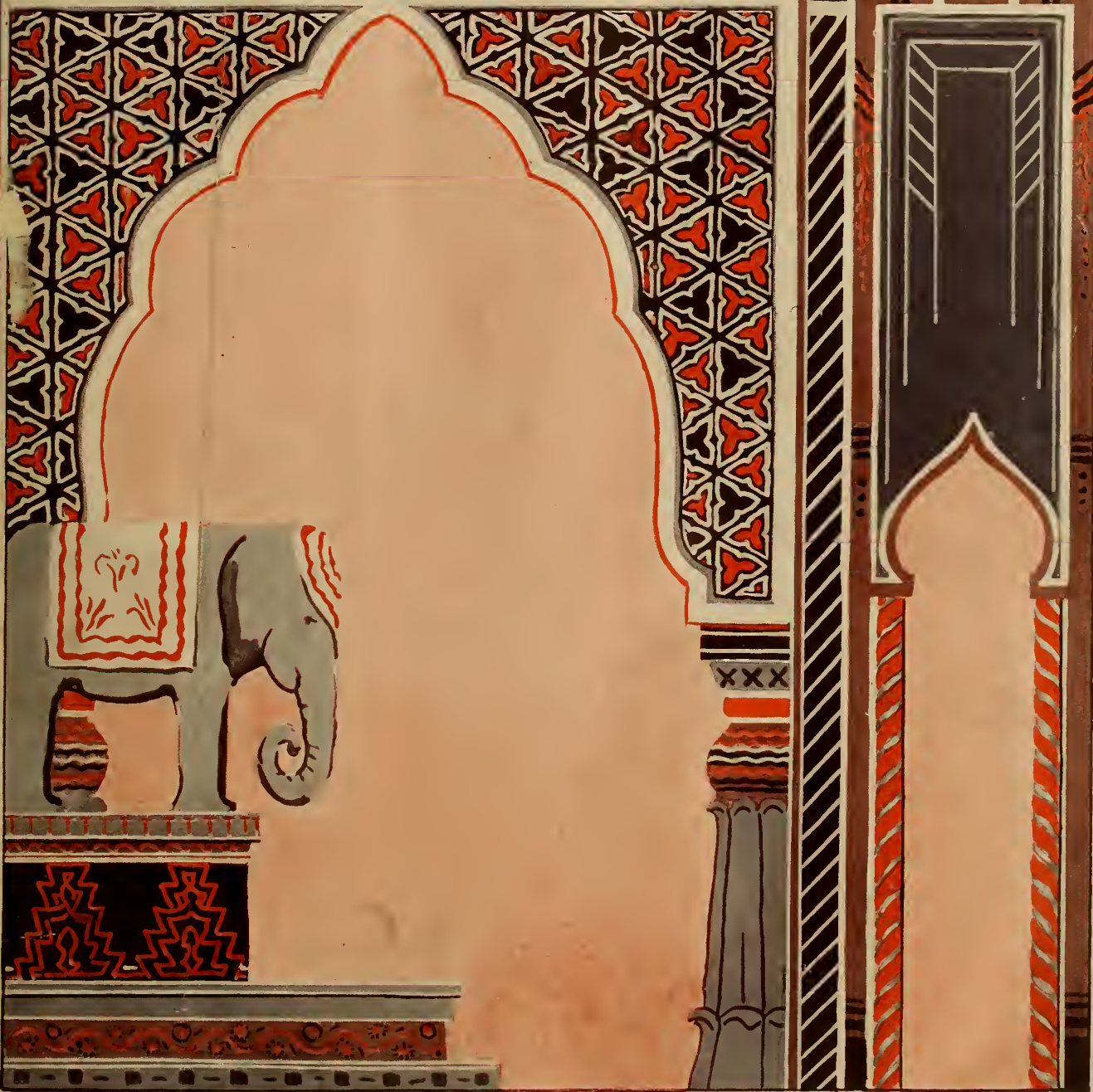
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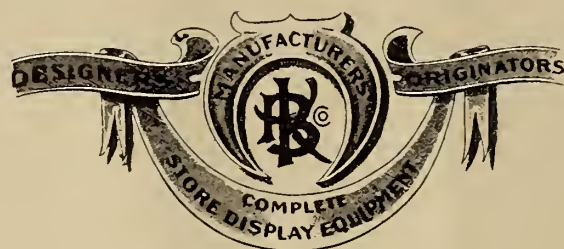
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*Merchants Record
and Show Window
July 1919*



Remember the I. A. D. M. Convention at Chicago, July 14-17



We take pleasure in announcing that MR. WILLIAM L'EPLATTENIER, former vice-president and for twenty-five years the manufacturer of The Kindlimann Form, is now affiliated with our organization, accompanied by his staff of skilled labor, and is to have entire charge of the manufacturing of our papier mache.

Appreciating the necessity of giving both "QUALITY" and "SERVICE," we have equipped a new and most modern plant, for the exclusive manufacture of PAPIER MACHE DISPLAY FORMS, CORSET AND MANUFACTURERS MODEL FORMS, to be known as the "MANNEQUIN" product.

We feel confident that the entire trade will regard this affiliation as a most important one for the betterment of the industry.

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Factories

Holyoke, Mass.

525-531 East 15th Street
NEW YORK

Rochester, N. Y.

JUN 8 1920

Bound
Periodic

292575

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

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In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

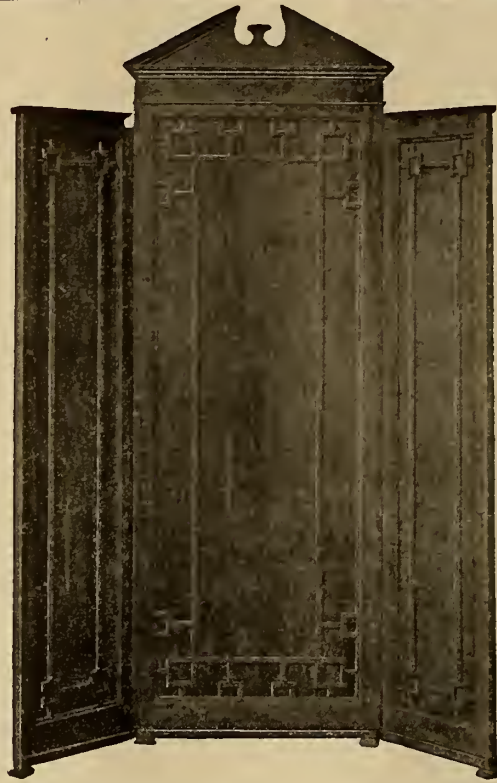
Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLV

NUMBER 1

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MAKE BUYERS OUT OF PASSERSBY

Many merchants are spending hundreds—and in some instances thousands of dollars to make their display windows more attractive—better business builders.

Not all of these merchants, however, are increasing the effectiveness of their window displays by securing the best the market affords in the fixture line.

Hugh Lyons fixtures are distinctive. They give window displays an environment of beauty, dignity and character that attracts attention—makes buyers out of passersby.

Let us send you our supplementary catalogs showing our Adam, Chippendale, Queen Anne and William and Mary period designs.



HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.



**"For Economical Window
Trims You Can't Equal**

Cornell-Wood-Board

**Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work**

Super-sized on both sides, Cornell-Wood-Board is ideally adapted for window trims. It can be used for Back-grounds, Arches, Borders, Cut-Out Letters, Fireplaces, Flower Boxes, Stock Boxes, Wall-Case Backing, etc., several times, by simply re-shaping it.

Cornell-Wood-Board lends itself readily to decorative effects. Will not warp, crack or buckle. Easily handled, although tough and durable.

FREE *Ask your lumber dealer for
Sample and full information,
or write us direct.*

Cornell Wood Products Co.

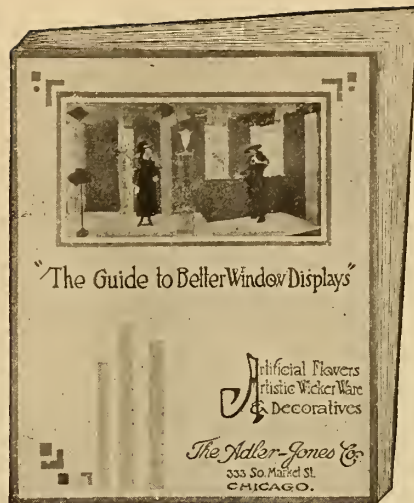
Dept. No. 137, 190 N. State Street
Chicago, Ill.

New York City, Minneapolis, Denver, Los Angeles, Dallas.

Foreign Offices: Wellington, New Zealand, Melbourne,
Australia, Johannesburg, South Africa.

**Largest manufacturers of wall-board under one
roof.**

**Mills at Cornell, Wis. Operated by 20,000 H. P.
Water Power.**



Better Windows for Fall

**The "Guide
to Better
Window
Displays"
Tells You
How**

**Yours for
the Asking**

Q Your next order for decoratives will come through more satisfactorily if ordered from "The Guide to Better Window Displays."

Q Many merchants who have formed the habit (and they are composed of the largest as well as the small stores) have increased their sales by the use of Adler-Jones Artificial Flowers and Wicker Ware.

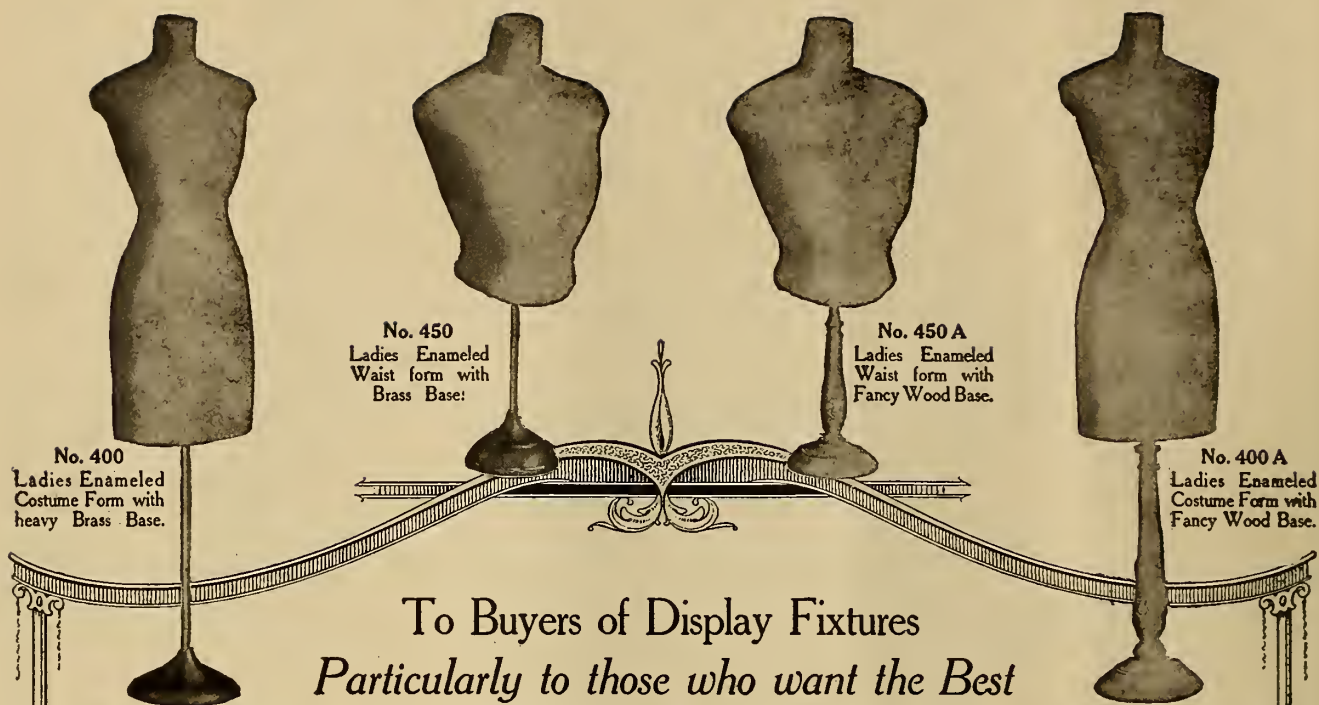
Q "The Guide to Better Window Display" is a complete illustrated Catalog of Artificial flowers, sprays, baskets and wicker fixtures, in actual colors, and also contains photographs of prize-winning windows, fundamental rules for window trimming, besides a full description of Adler-Jones Service and what it means to the enterprising merchant

Sent Free of Charge or Obligation.

The Adler-Jones Co.

333 So. Market St.

CHICAGO



To Buyers of Display Fixtures
Particularly to those who want the Best

Quality Display Fixtures

Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

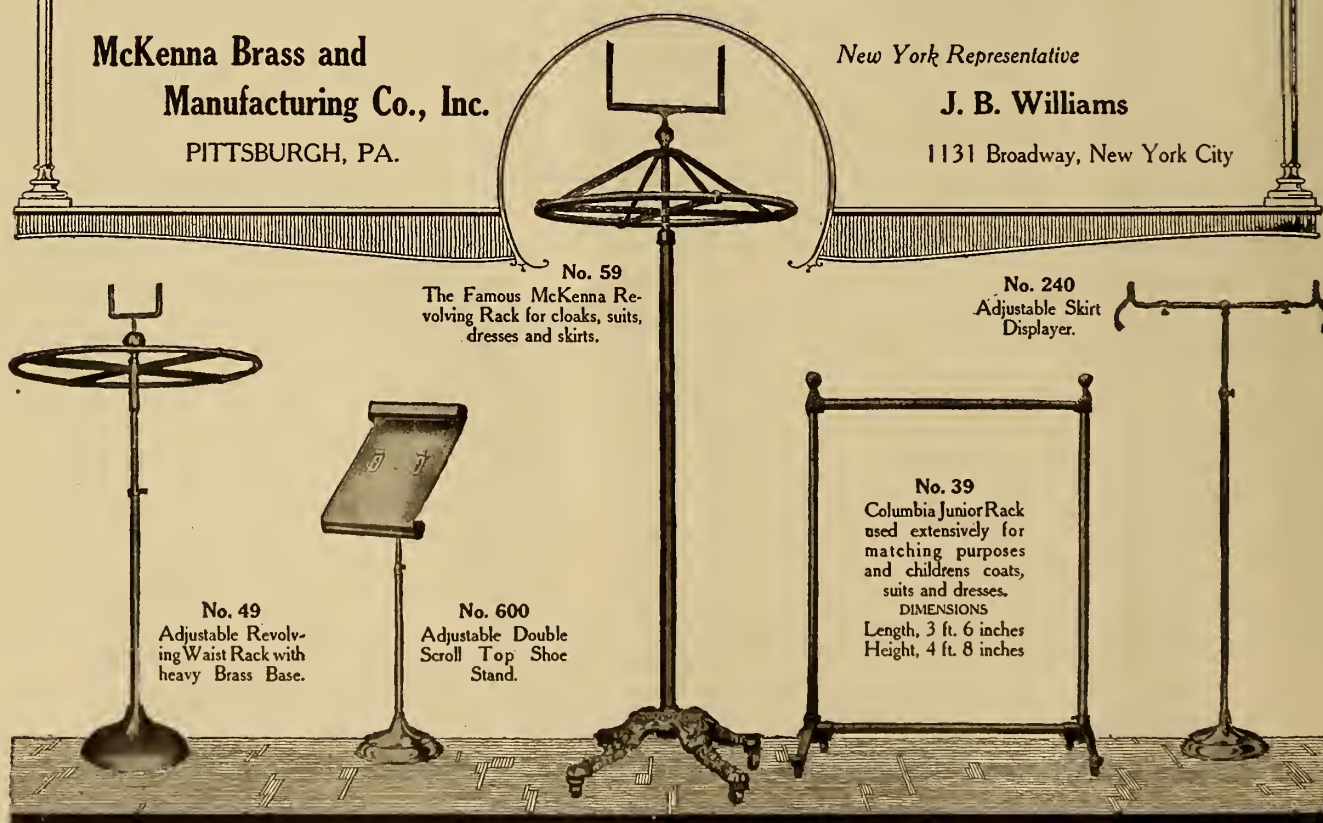
Write for Descriptive Catalogues and Prices

**McKenna Brass and
Manufacturing Co., Inc.**
PITTSBURGH, PA.

New York Representative

J. B. Williams

1131 Broadway, New York City



An Invitation

Every Display Man who attends the convention of the I. A. D. M. is invited to make our display room his headquarters while in Chicago.

He will find a most cordial welcome, whether he is buying or not.

Have your mail addressed in our care and if you want to write or dictate a letter, or telephone, all of our office facilities are freely at your disposal.

You will find our display room most centrally and conveniently located. It is in the heart of the wholesale district and within a block or two of all the leading display fixture houses and close to all the big hotels. It is only half a dozen blocks from the Hotel Sherman, where the convention is to be held.

Hundreds of leading display men from all over the country make our show rooms their headquarters whenever they are in Chicago. They come to see us because they are always sure of getting the latest ideas in store and window decorations of all kinds.

Just now we are showing the largest and the most varied line of decorations we have ever shown. Our designers have been making special preparations for the fall and winter seasons and our factory has been working to capacity turning out new and original designs that are worth coming to Chicago to see.

If you can't get to Chicago, the next best thing is to send for our latest catalog and special circulars. You will find them wonderfully interesting and instructive. Send for them now.

We are urging every display man to order his decorations as early as possible this season, as it now appears that it will be practically impossible to take care of orders that are received at the last minute. The demand this season is double that of any previous year and hundreds of display men will be disappointed unless their orders are placed well in advance.

You can have goods delivered whenever you may want them, but it is highly important that you get the order in NOW. Send for our catalog and get busy AT ONCE.

THE BOTANICAL DECORATING CO.

Manufacturers and Importers of Artificial Flowers and Decorations
208 WEST ADAMS STREET CHICAGO



No. 812

"KANTKRACK" COSTUME FORM

Made in sizes 16-36,
adjustable on cone
shaped wooden base.

Price \$14.50

Half enamel to waist
line, balance of form
white jersey covered



"KANTKRACK" Enamel Display Forms ARE UNDENIABLE—

Correct in Shape, Make and Price

The now-a-day garments demand
display forms of narrow shoulders
low bust and large waist lines.

We have them, they are just out of
the moulds ready for you. Besides,
we are mounting these forms on
wooden "cone-shaped" bases, new,
novel and effective.

These bases are made of select
kiln dried lumber, finished in ivory,
French Grey, white enamel, oak,
mahogany or imitation Circassian
walnut.

Please Note WHEN ORDERING,
KINDLY MENTION
FINISH DESIRED ON WOOD PARTS.



812 BROADWAY

Originators

and Sole Makers

"KANTKRACK"
Enamel Display
Forms

COMPLETE YOUR SHOW WINDOWS WITH
PEDESTALS, GOWN AND WAIST
STANDS TO MATCH THE FORMS

PEDESTALS, EXTRA
HEAVY AND FINELY
FINISHED

Sizes 12.....	\$2.50 Each
" 18.....	3.00 Each
" 24.....	3.50 Each
" 30.....	4.00 Each
" 36.....	4.50 Each

GOWN AND SHIRT-
WAIST STANDS, EN-
TIRELY NEW

Gown stand....	\$5.50 Each
(60" High)	
Waist stand....	\$4.00 Each
(27" High)	

COMPLETE CATALOGS OF METAL DIS-
PLAY FIXTURES, FORMS AND WAX
→ FIGURES MAILED UPON REQUEST ←



No. 813

"KANTKRACK" WAIST FORM

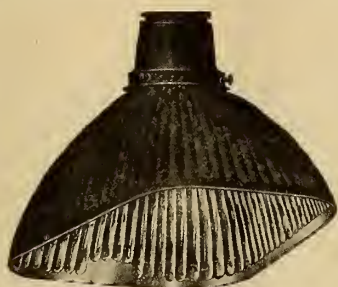
Made in sizes 16-36,
adjustable on cone
shaped wooden bases;
full enamel with girdle.

\$9.50 Each

If enamel to bust line
balance white jersey

Price \$8.50





When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.



L. Baumann & Co.

Flowers

Just Received Roses from France

Always Something New and Unique for Your Windows. We are
Just One Year Ahead of the Other Fellow in New Floral Designs
and Colorings.

See Our Exhibit at Sherman Hotel during the I. A. D. M.
Convention.

Visit Our Show Room on Chicago Ave.

We Carry Stock and Fill All Orders Promptly. No Disappointment.

ORDER EARLY

ORDER NOW

New Fall Catalog Now Ready—Flowers, Fall Sprays, Natural Pre-
served Foliage and New Art Panels.

L. Baumann & Co.

Leading Importers and Manufacturers

357-359 W. Chicago Ave.

CHICAGO

Order Early or Be Disappointed

This announcement is published as a warning to merchants and display men who have not yet ordered the decorations they will need for the coming fall and holiday seasons.

If orders are not placed early, it is unlikely that they can be filled on time.

We have kept in touch with post-war conditions throughout the country and have prepared for the biggest business in our history. Improved facilities have been added to our big factory and our large force of skilled help was never more efficient.

We believe we have better facilities than any other house to take care of a great volume of business. Never before, however, has there been so great a demand for decorations at this season. Even at this early date we are working under pressure to fill orders. In a few weeks we will be up to the limit of our capacity.

Naturally, we will do all in our power to fill orders, but it will be beyond the range of possibility to supply the fall demand for decorations unless much of the work can be made up during July and early August.

The merchant and display man must co-operate with us through placing their orders early or they must take a big chance of not getting the goods they want when they are wanted.

Our big Fall Flower Book and our Special Supplement are now out—if you have not received your copies, send for them at once.

Study these books and plan your decorations now—then send us your order at the earliest possible moment.

You cannot afford to be disappointed as to your fall or holiday decorations. Good displays will mean more this season than ever before.

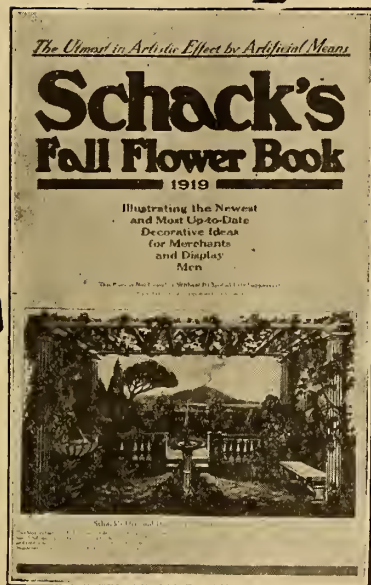
Don't take a chance—Order early!

The Schack Artificial Flower Co.

1739-41 Milwaukee Avenue

-

Chicago



Send For This Big “Free Wonder Book” of Fall Decorations

The “House of Schack” has been very particular this year in publishing the Greatest Fall Flower Book they have ever issued. This wonderful new book contains 28 pages and cover, illustrating hundreds of decorative ideas which will prove an inspiration to every display man. When you send for Schack's New Fall Flower Book be sure and ask for a copy of

The New Fall Supplement

This New Fall Supplement contains 22 pages and cover, illustrating over 200 new and original ideas in Papier Mache Novelties, Birds, Parrots, Furniture, Reed and Wicker Woven Vases, Baskets, Lamps, Flowers, etc. Our Fall Flower Book is not complete without a copy of this Supplement. Both of these Books sent Free for the asking.

*Be Assured of Success
Before Starting Your Fall
Decorations. Schack's Books
Will Show You How To Do It*

Be Sure To Visit Our Studio When In Chicago

The “House of Schack” is ready to entertain you in the same manner as we would serve you. We're proud of our Studio and doubly proud of the line we have to show. Come out and see us any time you are in the city.

Always Something New At Schack's

We have got the real decorative ideas this season, ideas that will make your store and your windows the magnet of your town. If you don't come to Chicago, our two Big Books are ready to mail—Write for them today.

*Both of These Books
Will Be Sent You Free
For the Asking*

**BOTH
BOOKS
SENT
FREE FOR
ASKING**

Schack Artificial Flower Co.

1739-41 Milwaukee Ave.
CHICAGO, ILL.

At the Chicago Convention

Sure You'll be Present With Scores of Other Display
Men Who'll be There

The Date—July 14-15-16-17

The Place—Hotel Sherman

Our exhibit will be the best that we have ever
made, including

Wax Figures
Metal Fixtures
Etc.

Model Forms
Wooden Fixtures
Etc.

All displayed to perfection in the *Rose Room*

*Note: A special invitation to the finest salesroom in
the West, devoted exclusively to display equipment. A
credit to the window dressing interests of Chicago.*

C. E. Smiley, 204 West Jackson

J. R. PALMENBERG'S SONS, INC.

A CONSOLIDATION OF

Palmenberg

Norwich

Kindlimann

63-65 West 36th Street, New York

BOSTON
26 Kingston Street

CHICAGO
204 West Jackson

BALTIMORE
108 West Baltimore Street



Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

LEON CANE ATTACHMENT

CREATES CLEVER DISPLAY UNITS FROM YOUR CANES.



THE LEON CANE
ATTACHMENT
converts your canes
into practical and
artistic display fix-
tures, for the dis-
play of men's wear.

Send for Illustrated
Booklet of Cane Dis-
plays.



THE LEON
CANE AT-
TACHMENT is
quickly attached
or detached, and
will not scratch
or injure the fin-
est finished cane.

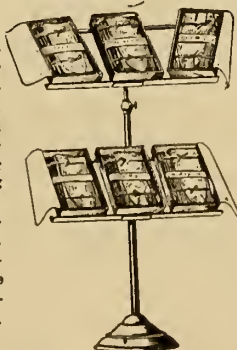


Many suggestions for displays
from the cane, in our illustrated
booklet.

THE LEON T-STAND ATTACHMENT

**Multiplies the uses of Metal Display Fixtures 1,000 Times
Patent U. S. and Canada**

Your T-
Stand may
be convert-
ed into a
practical
display
stand for
displaying
boxed ho-
sery, hand-
kerchiefs
etc., by at-
taching the
LEON AT-
TACHMENT.



THE LEON AT-
TACHMENT adjusts
on any display fixture,
or flat surface, "in a
jiffy." There are no
set-screws. Snaps on,
stays on, wherever it
is attached. Makes
old fixtures up-to-
date, and increases
the display advan-
tages of your new fix-
tures.



Thousands of Mer-
chants and Display
men are now using
the LEON ATTACH-
MENTS and find
them indispensable.
**GET OUR BOOK
OF DISPLAYS.** This
booklet illustrates
many sketches and
photographs, a great
number of interesting
up-to-date displays of
all lines of merchan-
dise made on old and
new fixtures.



The LEON AT-
TACHMENT at-
tached to a
T-stand and
cardboard
circle used,
creates an
effective dis-
play stand
for center-
pieces, pot-
ticoats, etc.

Morris Leon Mfg. Co. 7119 No. Clark, Chicago



Advertising Efficiency

¶ Merchants who wish to add tone to their merchandise displays—to create an atmosphere of quiet elegance in their show windows, will be surprised and pleased with the unusually wide range of decorative design to be seen in our studios.

¶ The Bodine-Spanjer Co. is the acknowledged leader in commercial art as applied to the selling of merchandise.

¶ A trip to Chicago will prove a most profitable investment, if for no other purpose than to visit our studios.

¶ Our intelligent and painstaking service insures you against commonplace and ineffectual window displays.

¶ Our products assure you of the highest type of decorative window designs combined with the surest selling force.

¶ We will be glad to give you detailed information as to our service and our products.

Meet Us at the I. A. D. M. Convention

THE BODINE - SPANJER CO.

Designers and Mfrs. of Decorative Backgrounds for Show Windows

Phone Diversey 2585

1160 Chatham Court

CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.



*This is
An Invitation
to all
Display Men
in attendance
at the
Convention
of the
I. A. D. M.
to see
The wonder-
ful Display
of FRENCH
WAX
FIGURES.
Booths Nos.
19, 20 & 21.*

FRENCH WAX FIGURES

Famous for their great beauty and like-like character. Not only are the faces the most attractive and natural, but the bodies have a certain chic posing that make all garments displayed on them acquire a very distinct style value.

We are the largest and oldest exclusive manufacturer of wax figures in America. This assures you a finished and perfect product that can only be the result of years of experience.

We can guarantee to give you service and delivery. Write for our Art Portfolio, illustrating our complete line.

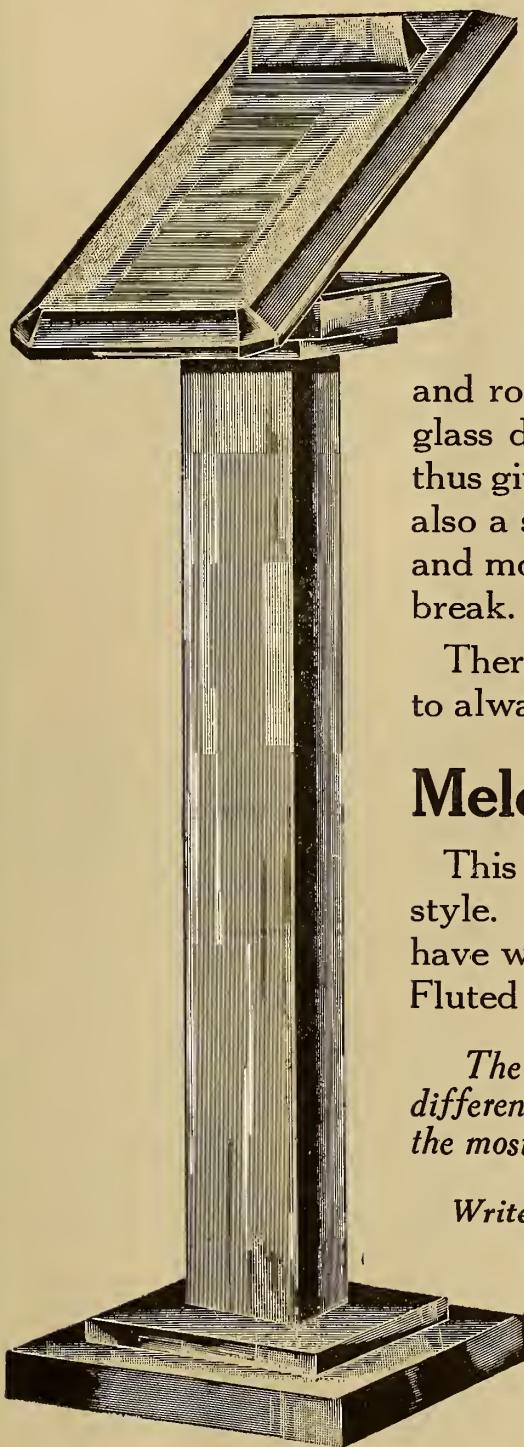
French Wax Figure Co.

Chicago Office, 715 Medinah Bldg.

Milwaukee, 70 W. Water St.

Los Angeles, 202 E. Fourth St.

MELCO DE LUX GLASS FIXTURES



Genuine Fire Polished Crystal

This is the only glass fixture made by the Pot process. All other glass fixtures are made by the Tank process which is a rapid cheap process that allows the flames to reach the glass and makes the glass smoky in appearance and rough in texture. In the Pot process the glass does not come in contact with the fire, thus giving a perfectly clear crystal glass. It is also a slower process which makes a stronger and more uniform glass that will not check or break. It is also always uniform in color.

Therefore in buying Glass Fixtures be sure to always specify

Melco DE LUX GLASS

This illustration shows our square pedestal style. We also have the round pillar and will have within a month our newest creation The Fluted Column Colonial.

The use of these pedestals in various heights with different shapes and sizes of plate glass shelves make the most attractive fixtures obtainable.

Write us for a sample fixture so that you can compare the quality and price.

MELIUS & COWLEY

Representatives of the French Wax Figure Co.

715 Medinah Bldg.

Chicago.

The **WELCH-Wilmarth** LINES of Grand Rapids

The Big Idea Back of Method in Merc handising Store Equipment



No unnecessary accumulation of merchandise.

A material increase in volume of sales with fifteen per cent less clerks.

Service becomes almost automatic—customers make their own selection.



Merchants who wish to successfully cope with present-day competition are investigating and installing Welch-Wilmarth Store Equipment. The ACID TEST was the store illustrated above. Shall we send the letter?

THE WELCH-WILMARTH COMPANIES

Grand Rapids, Mich.

Show Rooms:

New York

Chicago

St. Louis

Pittsburgh

MERCHANTS RECORD *and* SHOW WINDOW

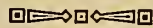
VOLUME XLV
NUMBER 1

JULY, 1919

Single Copies
Thirty-five Cents

Outfitting the Modern Store

New store building of Washer Brothers Company, San Antonio, Texas, one of most efficiently equipped in the South—Combines beauty and utility—Fixtures of the latest type—Shadow box window effects.



THE new building of the Washer Brothers Company, San Antonio, Texas, recently completed is one of the most thoroughly equipped and modern retail store buildings in the south. It is a four story and basement building, and entirely devoted to men's, women's and children's wearing apparel.

The Washer Brothers Company is one of the real live merchandising institutions in its section

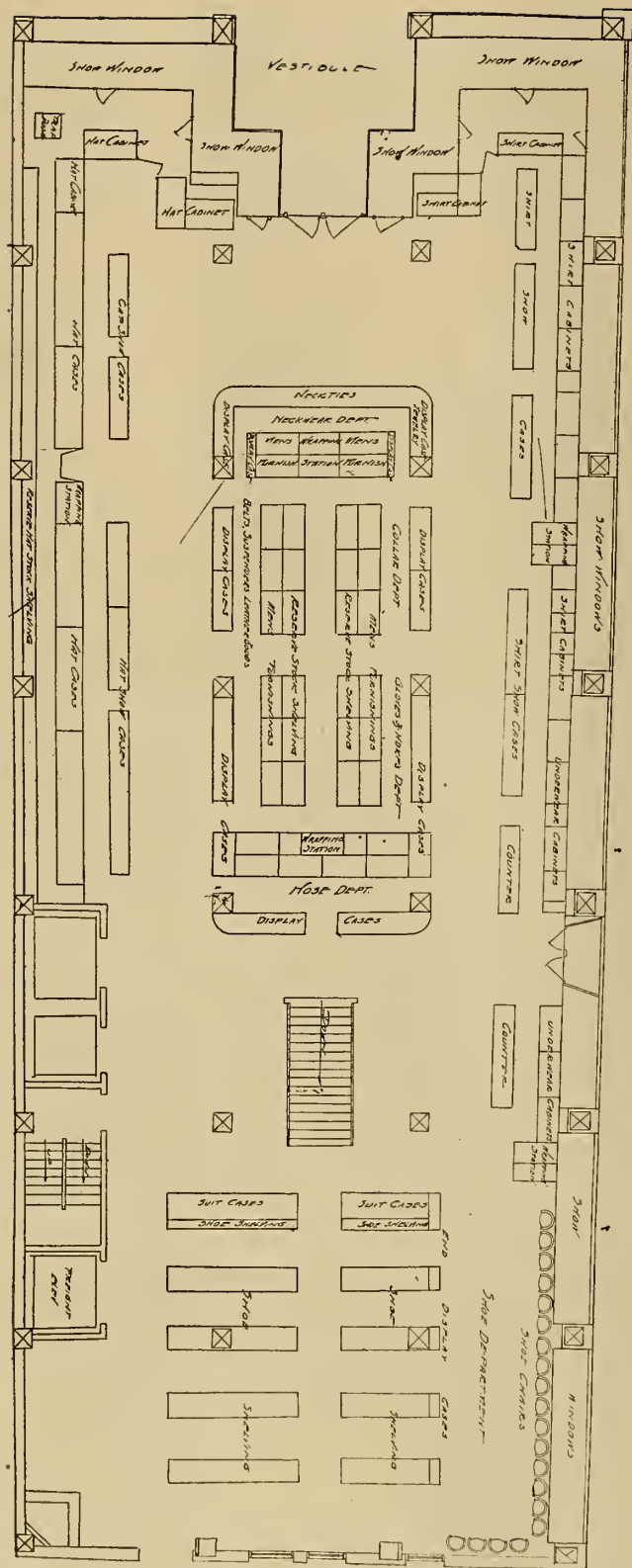
of the country, and enjoys the confidence of a vast number of patrons gained through honesty, reliability, service and quality of merchandise handled, and it was due to the lack of facilities and space at the old Washer store to conveniently handle the rapidly increasing patronage that made necessary the new home.

The first floor of the new building is given over to men's furnishings and a most complete line of



MEN'S HAT DEPARTMENT, WASHER BROTHERS, SAN ANTONIO, TEXAS.

Copyright, 1919, by the Merchants Record Co., Chicago—Permission is necessary for reprinting long extracts or reproducing engravings; but editors are welcome to use not more than one-third of any article provided credit is given at beginning or at end, thus—"From the Merchants Record and Show Window, Chicago."



PLAN SHOWING ARRANGEMENT OF FIXTURES AND DEPARTMENTS IN THE FIRST FLOOR OF THE NEW WASHER BROTHERS STORE, SAN ANTONIO, TEXAS. ENTIRE BUILDING EQUIPPED WITH MODERN DUST-PROOF CABINETS and SHOW CASES. OVER TWO HUNDRED FEET OF WINDOW SPACE.

fashion's latest creations is to be found here. In the center of the main floor is a great section of display and reserve stock cabinets. The section is divided into departments, each having its allotment of display cases and reserve shelves. The departments of this center section are devoted to men's shirts, collars, scarfs, belts, suspenders, leather goods, hosiery, gloves, haberdashery, handkerchiefs and sweaters. At the left of the store is a long section of cabinets running about two-thirds of the length of store. The cabinets hold men's shirts and underwear. In front of these cabinets are glass show cases. The wrapping station is located in the center of this section. A section of cases is installed at the other side of the store, these cases being equipped with disappearing glass doors. Hats and caps are maintained here and the same liberal display is afforded through six long glass show cases. The wrapping station for this department is situated in similar fashion to the one previously mentioned. To the rear are the suit and shoe sections with their modern cabinets and display cases. All wall cabinets are equipped with glassed-in display cases.

Fixtures in Fumed Oak

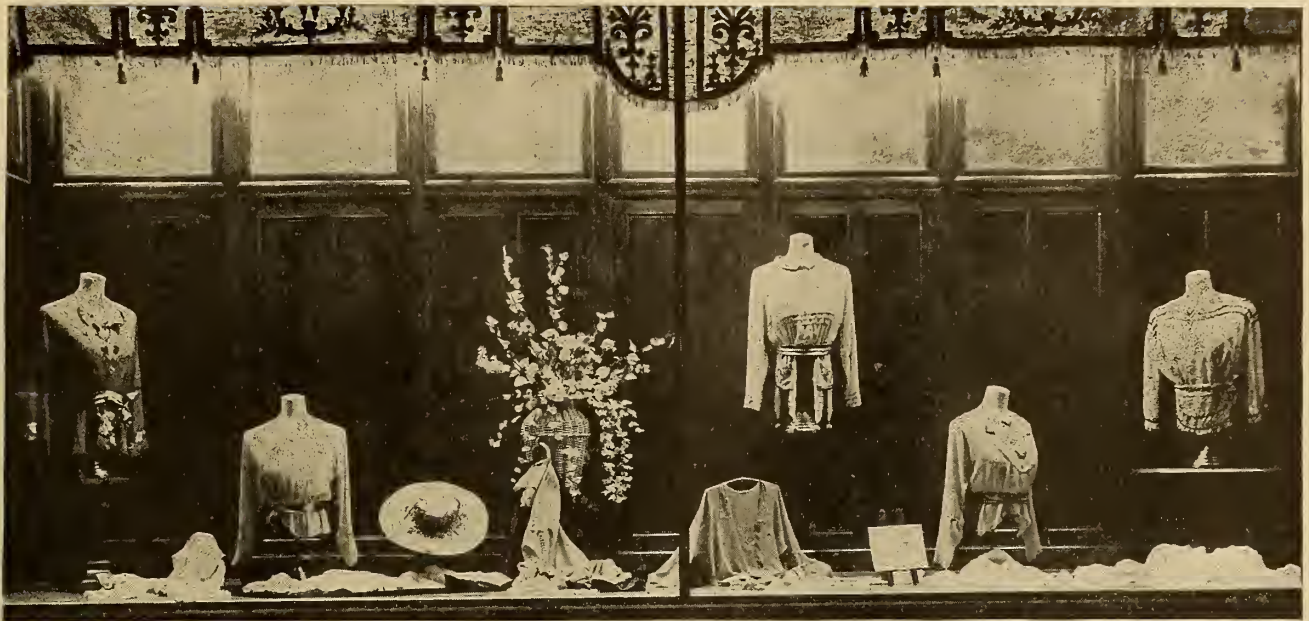
The first floor is finished in deep cream with fixtures of fumed oak finish, and experts have declared that the first floor of this store is the most perfectly arranged and best day lighted clothing department in the state of Texas.

On the second floor of this store is maintained men's and boys' clothing, and in addition is the popular store addition—the barber shop. This floor, similar to the first, is finished in deep cream; the fixtures a beautiful golden oak. The third and fourth floors are finished in birdseye grey. Women's and children's ready-to-wear apparel is found on the third floor, which also has two beautiful French rooms finished in eggshell grey with old rose decorations.

The general and private offices of the company are located on the mezzanine floor where there is also a lounging room artistically and comfortably furnished, affording facilities for rest, reading and writing.

Combines Beauty and Utility

The equipment of this modern store combines beauty and utility and represents the last word in modern store fixtures. All the merchandise is beautifully displayed in commodious glass cases and cabinets and thoroughly protected from all dust and dirt. There is a wrapping station in each department, equipped with cash registers, cash carriers, electrical credit systems and interdepartment phones, all of which insures prompt and efficient service.



ONE OF THE OPENING WINDOWS AT WASHER BROTHERS' NEW STORE, SAN ANTONIO, TEXAS.

A big feature and one that received much preliminary consideration is the ample and attractively designed show windows. There are more than two hundred feet of show window display space, the front windows being equipped with the new style curved glass shadow boxes. The store front is most attractive and the windows are designed in such a manner as to eliminate all reflections. The displays at Washer Brothers Company are directed by G. H. Patrick, who has as assistant, George Beisler.

At the recent opening of the new store over 20,000 people visited the store during the day, and the first floor was a veritable garden with floral decorations from all parts of this country and

France and England. An orchestra behind banks of flowers and ferns kept the throngs happy while pretty girls distributed carnations to the ladies and cigars to the men visitors. And there was punch too.

During the opening, aside from the floral decorations from well-wishers, were over \$1,000 worth of artificial foliage, used in the interior and in the display windows, a number of the pieces having been made by a Chicago artificial flower concern at Display Manager Patrick's order.

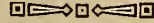
The officers of the Washer Brothers Company are: President, Nat M. Washer; Vice President and General Manager, Milton J. Washer; Vice President and Treasurer, Jay B. Washer.



DISPLAY BY J. H. DEWITT FOR THE BOSTON STORE, WICHITA, KANSAS.

Five Thousand New Customers

Sioux City store conducts most successful campaign for new customers—Window displays play important part and stimulate drive which increased monthly sales more than ninety-three percent.



By W. T. White

ONE of the outstanding features of the May Drive for 5,000 New Customers held by the Pelletier Company, Sioux City, Iowa, was a week event coupling the window displays of the store with the newspapers advertising. Naturally, the Advertising and Decorating Departments of every retail store work in close conjunction so that the window displays show the advertised merchandise at all times. But to center the attention of Sioux Cityans and to impress them with the importance of always keeping watch of Pelletier's window displays, a series of window display sales were held during which the displays were changed daily to maintain the interest of the sale.

The method used was simple. Each window pane was numbered neatly on the inside of the window. The advertisements carried a line engraving of the entire window front across the top part every day—the illustration showing the window panes numbered and the offerings advertised below of the

merchandise in the windows. In some stores this perhaps would not be advisable, due to the physical impossibility of the window decorating department, but at the Pelletier store extra assistance was drafted for the week-long occasion, and the results were wholly commensurate with the efforts.

The most extensive newspaper advertising campaign the Pelletier store ever waged exploited the May Drive for 5,000 New Customers. Not only were the local newspapers utilized, but the space was contracted for in twenty-five newspapers in towns of the surrounding territory, some newspapers being 160 miles away. Although every day different friend-making events were advertised, the twelve most important features were:

May 7—Wednesday—Dollar Day—(Resulting sales show the biggest sales in the history of Pelletier dollar days—and we've had many.)

May 8—Thursday—Housewares Day—(Purporting to assist newcomers in furnishing their new homes at the least possible outlay.)



PLATE No. 1044. DISPLAY BY C. A. F. SMITH FOR HERPOLSHEIMER'S, GRAND RAPIDS, MICHIGAN.

This attractive display of fabrics, charming in their richness, was arranged against the permanent background of mahogany. The drapes in the foreground are of beautiful gold and silver embroidered georgette, while the graceful flowing drapes at the rear are metallic and spangled all-over with harmonizing bandings. The form drapes

present evening gowns in some of the new lines. The combination of the gorgeous shades of turquoise, maize, beauty, sapphire, taupe and flesh is lost in the black and white photographic print reproduced here. Beads and evening slippers were shown in conjunction with the fabrics.



DISPLAY, BY H. L. ALENIER FOR SHARTENBERG'S, NEW HAVEN, CONNECTICUT.

May 9—Friday—Friday Bargains—(A weekly bargain day which took on added prestige with the May Drive in force.)

May 12—Monday—Brides' White Sale—(As the second week event of the May Drive—combining two thoughts in one—brides' needs and Annual May White Sale.)

May 14—Wednesday—Blue Tag Day—(A mid-week bargain event.)

May 16—Friday—Odd Lot bargains from White Sale.

May 19—Monday—Window Display Sale—(Changing window displays daily. Picturing entire window front in every advertisement, numbered according to big number placed in window in order that patrons could see advertised merchandise in windows daily.)

May 22—Thursday—Drive for Business Women—(Of four hours' duration—10 a. m. to 2 p. m.—needs for the women still remaining in war position or for those who have made their wartime positions permanent.)

May 26—Monday—Wind-Up to May Drive—(The last "punch" to the friend-making drive.)

May 27—Tuesday—Homefurnishings Day—(Again making the appeal to newcomers entering new homes.)

May 29—Thursday—May Drive for Decoration Day—(Featuring drive values in outing, sport and Decoration Day needs of all kinds.)

May 30—Saturday—19.95 sale of women's apparel (a full page of newspaper space devoted to it).

Every sale has its peculiarities and Pelletier's May Drive had many of them. No matter how well-planned a month-long campaign may be the response slackens after the first week. But this is where the May Drive differed. It seemed to have an accumulative force behind it. The start-off was exceptional, but the farther along it went the larger the crowds and the bigger the sales. In fact, some of the largest days were achieved during the latter half of the month. Then, letters were received from both old and new customers in the territory commending us on our friend-making drive. They all

stated they were spreading the news of the campaign and were telling their friends about Pelletier's and its shopping advantage. New faces could always be seen in the store. Some were noticed wandering around in a manner seemingly never to have been in the store before. It was a characteristic friend-making sale.

Another good peculiarity of the campaign was that the sales increase was general throughout the store. Oftentimes store-wide events are successful in only certain departments—sales being spasmodic here and there. The May Drive increase of 93 per cent was distributed very evenly throughout the entire run of selling departments.

As the success of such a drive was measured not only by the monetary increase but by a new-customer increase, it was rather difficult to check the progress from the latter standpoint. A certain percent of our total sales are charge sales. The percent seldom varied. In view of this fact, we estimated the number of new cash customers by the number of new charge accounts opened and in this manner kept a close check day in and day out on the number of new acquaintances made.

From all viewpoints, this was the most successful sales campaign this store has ever launched. It was successful from three different angles—first, because it brought an increase of 93 per cent to our business during the month of May; second, because through our method of checking, it brought 5,000 new customers to our store in one month; and last, and most important of all, in making these thousands of new friends we have built additional business which will manifest itself considerably in our sales for months to come.

Pleasing Effects with Composition Board

*This practical window and store material adaptable to many uses—
Particular advantage found in its comparatively low cost—A Fall
setting of composition board and silk velour—An attractive imitation
stone wall and post effect*



By Homer H. Seay

LIKE most display men I am an advocate of composition board for window backgrounds and the many other varied uses of this practical material, and as I have written in a previous article I consider composition board a display man's necessity. It is rigid enough to form a substantial back, yet, at the same time can be readily bent and made into a variety of shapes.

A particular advantage in this material is to be found in its comparatively low cost, and in this respect is of a material aid to the display man whose allowance is limited. Many beautiful combinations may be obtained through the use of composition board with some other decorative material, and in

this article I offer a suggestion for an early Fall display with composition board and silk velour forming the basis for the display. In the second illustration may be seen an extremely pleasing and practical use of composition board.

It is the idea of some display men that all parts of a window setting must be in keeping; that is, some display men will tell you that if you are to put in a garden bench, pergola, or stone wall, that it will be necessary that you use a scenic background, and sand and stones, for the floor. For a camping, hunting, or bathing setting this would be proper, but in my estimation, a rich silk velour draped background with tile effect composition board floor



SETTING SUGGESTION OF VELOUR DRAPE AND COMPOSITION BOARD, BY H. H. SEAY, WALKER'S D. G. CO., CHARLESTON, W. VA.



ELABORATE TREATMENT WITH COMPOSITION BOARD BY H. H. SEAY, WALKER D. G. CO., CHARLESTON, W. VA.

would be much more appropriate for merchandise of the better sort and would certainly set off the display to better advantage, as too elaborate settings are likely to detract rather than enhance.

The first illustration shown here helps to convey my ideas—a setting that could be put in in a very short time with very little labor on the part of the display man, while an elaborate setting with scenic background, sand or moss flooring, and other accessories would take much more time to make and install, and be more expensive.

Myrtle green velour can be used the year around, as it shows up all colors to advantage. When green velour backgrounds are used all foliage should be of light shades. Tans, yellow, orange and red for Fall; white, red and gold for winter; pink, lavender, and light green for Spring.

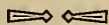
An attractive imitation stone wall or post can be made with composition board and covered with sawed-out blocks of the same material. These blocks should be the shape of rough stone. Leave about one-half inch space between each block to represent sunken mortar lines. After placing the blocks, paint with alabastine. The blocks are then pounced with thick alabastine (a little glue being added), of a darker shade. The effect can be improved by sprinkling on sand while the paint is wet, and air-brushing when dry.

Graveled roofing paper can also be used to advantage in making imitation stone columns and walls, and it also makes good flooring, but when used as such should have heavy wrapping paper between it and the floor of window to prevent it sticking.



Air Brush and its Uses

A series of articles on this important subject will begin with the August issue—The air brush has developed until it is now one of the most necessary pieces of equipment in the card writer's and display man's work shop—Illustrations of new stencil air brush finished designs



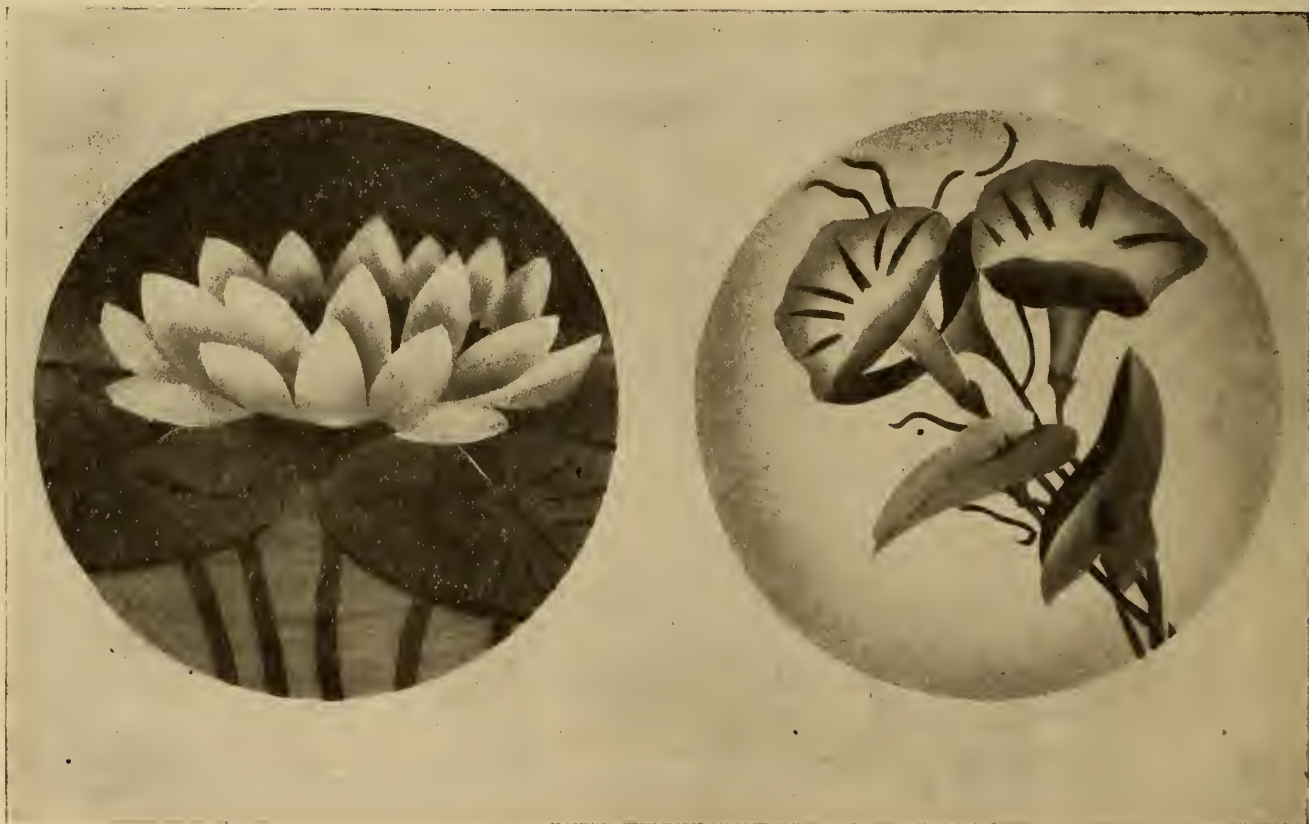
THE development of the air brush has been unusually rapid, but it had never gained the prominence as a necessary tool until the great world's war broke out in 1914. Then came great strides in its development and its scope of adaptability, until we find it being employed in a thousand ways to startling advantage, the United States Government using this important mechanical tool in the finishing of airplane wings and submarine chasers.

However, it is not the intention to in detail explain in this department how the air brush is used on ships, bridges, railroad cars, guns, tanks and airplanes, but it is planned to publish a series of articles on "The Air Brush and Its Varied Uses,"

as applied to the decorating department of the retail store. The series will be illustrated with designs of all kinds finished with the airbrush.

Every display man is aware of the great value of this practical piece of equipment, and is also cognizant of the fact that an air brush properly handled will do the work of four to six men. Perhaps the most common use of the air brush in the hands of a display man is in making show cards, bringing the letters out in bold relief, and in applying various effects and backgrounds, panels and screens.

Where hair brushes have been hitherto used the air brush is now to be found in the workroom of every display man, decorator, artist and show card writer. With the decorator, artist and card writer





it is the first tool in use and the last to be put away. Not only is the air brush suitable for a single card, but by the means of stencils duplications can be made at a surprising rate of speed.

The air brush is now made in many shapes and sizes to suit all needs, from the finest and most delicate work to the finishing of factories, tanks or freight cars, to say nothing of the specially equipped outfits for finishing automobiles and pianos. While the air brush is a device of great importance and wonderfully complete it is not an intricate contrivance and is easily operated. There are a number of air brushes on the market today, a few of which stand out as particularly excellent tools, chief among them being the Paasche, the Thayer-Chandler, and the Wold. In the articles to follow the various features of the brush will be discussed in detail, together with information for its successful operation.

Shown in connection are halftone illustrations of four stencil airbrushed designs. They are the work of L. O. Butcher, that recognized leader among air brush experts. The designs are original and afford a most pleasing embellishment to a show card, poster or background.

Stencils are of the greatest importance in making successful work with the air brush. Whether they be for show card work and any other form of decoration they enable one to obtain the correct drawing without a loss of valuable time. The be-

ginner should have a few attractive stencil alphabets as they will prove a great help in making stencils for future use.

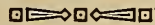
The stencils most commonly used for airbrushes are of two types, one making it necessary to blow color through in order to make the design, and the other is cut to form a complete design which is attached to the bottom of the card, with the color being blown around it. This style of stencil produces the raised design effect, so popular with many display men. Great care should be used in the selecting of stencil paper, a good quality of oiled stock being by all means the safest and in the end the most reasonable. When large-sized stencils are desired a heavy stock should be used—not absolutely imperative, but then, it's advisable.

There is practically no limit to the work that can be done with the air brush, and it is daily becoming more and more a tool of marvelous versatility and usefulness. The effects obtained by display men and card writers are very often amazing and almost unbelievable. One should, however, acquaint himself with the limitations of the air brush as well as with its possibilities.

The first article of the series on "The Air Brush and Its Varied Uses" will be published in the August *MERCHANTS RECORD AND SHOW WINDOW* and the series will deal exhaustively with the air brush in all its essentials as seen by the leading experts of the country.

The Effects of Color Contrasts

Color harmony of vital importance in all phases of life, yet small percentage can define colors—Color registers as a sedative, recuperative or as a stimulant—A safe guide for arrangement—Sale-results from pleasing color effects.



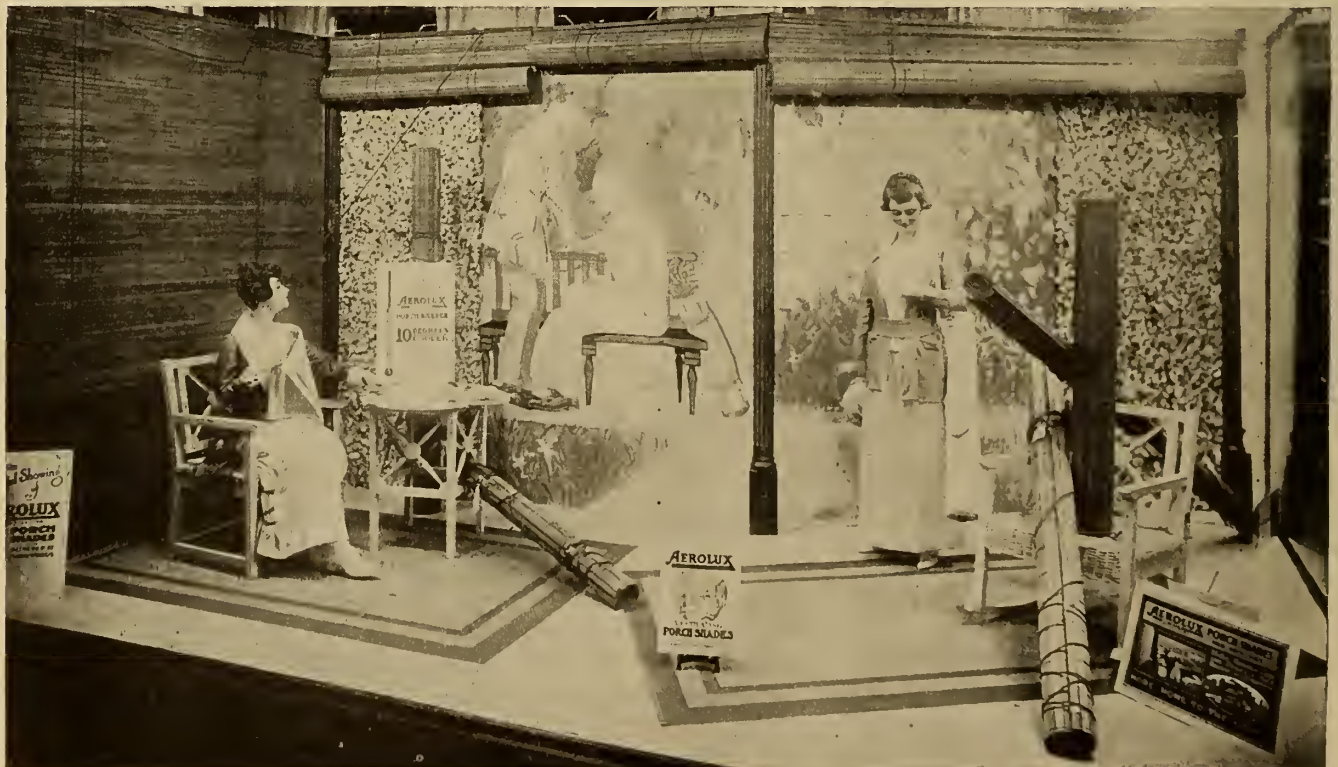
By R. T. Whitnah

AS was stated in a previous article in the June MERCHANTS RECORD AND SHOW WINDOW, color harmony is of vital importance in all phases of life. Yet, important as the subject is, it is surprising to know the low percentage of men who can define colors. Some are color-blind, while the eyes of others are untrained, and a very small percentage can define color or the vibratory shade with any degree of exactness. The normal eye is susceptible to color, and color training is the remedy which should be adapted. By the acquisition of a definite knowledge of color we can use it consciously and to much greater advantage.

A window display where light-colored merchandise is used will stand more dull or dark colors than bright hues for a background. A bright spot always adds interest to a setting of dull tones of its complementary color. It is impossible to give a

definite rule for color arrangement, but the following table will be a safe guide:

Excellent	Good, but Strong
Normal-red with blue.	Normal red with blue-green.
Orange-red with blue.	Normal red with green.
Orange-yellow with violet.	Orange with blue.
Yellow with violet.	Yellowish-green with normal.
Greenish-yellow with violet.	
Good	Fair
Scarlet with turquoise.	Normal red with green-yellow.
Scarlet with blue.	Scarlet with green.
Orange-red with violet.	Orange-red with yellow-green.
Orange with violet.	Orange-red with purple.
Orange with turquoise.	Orange with green.
Orange with blue-green.	Orange-yellow with turquoise.
Orange-yellow with purple.	Orange-yellow with orange-red.
Orange-yellow with blue.	Blue-green with purple.
Yellow with purple.	Greenish-yellow with purple.
Green-yellow with blue.	Normal green with purple.
Green-yellow with purple.	Green with orange-red.
Yellowish-green with blue.	
Blue-green with violet.	
	Poor
	Normal-red with yellow.



DISPLAY BY RAYMOND T. WHITNAH FOR CROSBY BROS., TOPEKA, KANSAS.



PLATE NO. 1040 DISPLAY BY R. T. WHITNAH FOR CROSBY BROS., TOPEKA, KANSAS

The very interesting display of sports silks was arranged recently in one of the Crosby windows by R. T. Whitnah. The background was in lavender and green with center panel presenting a golf scene. The figure in the painting has a white silk shirt similar to the material shown in display. The sleeveless jacket which is painted on the

figure is liberty red and matches the velvet draped with white silk at the left. This shows distinctly how the velvet is to be used. The merchandise was white, excepting the liberty red velvet at left, and "overseas blue" at right. The accessories used consisted of golf sticks, tennis rackets and nets.

Yellow with normal-red.	Yellow with blue-green.
Yellow with turquoise.	Orange-yellow with green.
Yellowish-green with purple.	Yellow with green.
Normal green with scarlet.	Normal green with turquoise.
<i>Very Bad</i>	Blue-green with blue.
Normal red with violet.	Blue-green with green.
Scarlet with violet.	Blue-green with yellow-green.
Orange with purple.	Bluegreen with turquoise.

We are made comfortable or uncomfortable through our color sensibilities without knowing why. Color registers on our senses in three ways. It is either sedative (quiet); recuperative (restful), or stimulating (exciting, invigorating or calming). The prime colors, red, yellow and blue are stimulants; red vibrating the excitable; yellow, the invigorating, the forceful, the energetic; and blue, the calming. For example—a red cloak will drive a bull almost frantic with excitement; the yellow rays of the sun in the day will convert the energy of man into all his accomplishments, and the blue of the ocean or the moon is calming.

As soon as yellow, an invigorating stimulant, receives a tone of red it at once becomes a recuperative color. Have you ever gazed into a flaming fire-place and noticed the restful effect of the yellowish-red blaze, combined with the calming blue tongues of flame here and there? Yellow toned to green is also a restful color, but as soon as the blue begins to predominate it at once becomes sedative.


Brown and purple, gray and black are also seda-

tive colors. They are neutral, as well, and are used with the stimulating colors to tone down the stimulating intrinsic value of the latter. Have you noticed the quiet of the brown, ripening grainfield; the quiet of the Quaker's garb, or of the mourner in black? Apply these same colors to birds and we have the Red Bird, the Blue Jay, and the Canary. (Noisy songsters, but all birds of stimulating colors.) The dove and the quail are the gray and the brown, more sedative birds.

Some of these examples are very homely, but I hope through these to drive home the importance of making color express something more than a flash. Let color speak through your windows in the true sense in which that color is able to express its vibratory value and note the psychological effect it has upon your customers.

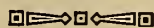
We had a porch shade window recently and used as colors cool, restful blues and greens with just a touch of recuperative rose. The weather turned cool and they didn't move. To the scene in the back was added a touch of yellow to the green—a little red and yellow, which stimulated warmth to the scene behind and made the porch look cooler. That afternoon several sales were made and also the following day.

These are only examples of what colors will do. It has been tried out in other lines of merchandise and produces results.



Notes from New York

Harry Bird sails for France—Big sale windows at Saks & Company—"On to Chicago" cry of Gotham display men—Another unusual display at Lord & Taylor's—Mr. Munn's juvenile windows—To open four new subway windows at Bloomingdale's—Weekly sessions at Gimbel's.



By F. F. Purdy

HARRY BIRD, display manager for John Wanamaker, sailed on La Savoie for France on June 14, accompanied by Mrs. Bird. He will naturally visit England and France, but will get down into Spain and Portugal, with an eye to decorative motifs and atmosphere. Not only that, but he is commissioned evidently to buy "anything the house can make money on," with a kind of roving commission. His own post at Wanamaker's is as ideal a one as we can recall a display manager occupying—display manager, yes; stager of sales, painter of scenes, introducer of novel panoramas at holiday time, yes—but in addition being apparently in close touch with the house that enables him to use his own judgment in acquiring certain merchandise. In quite a noticeable way he is a part of the merchandise scheme as well as the whole "works" in display, assisted as he will be by his well-known runner-up, Joe Campbell, in his absence.

In a late editorial written by John Wanamaker to lead the day's advertising for the house—he has written something of the kind daily for seven years—except Sunday, when he believes with the Good Book that all mankind should rest—"the chief" remarks: "It is next door to a crime for anything or anybody not to dress up to their best to add to the pleasure and suggestion of constant improvement. This store will be clean and well-dressed every day, if nothing else." This is just an indication of the interest taken by the great merchant in his windows. We understand he comes here about every week. We wish it were possible for him to keep in as close touch with New York affairs as with those of Philadelphia, his home. His people do it for him, of course, but he is a national commercial hero, who has served his fellow men while making money, and is one of the men that all connected with retail merchandising will delight to honor.

Andrew Elder, display manager for Saks & Co., ran a big corner window in June for the second time, and with excellent sales results. This is still a

novelty, and at Saks' the June fur sale is on, with the proposition, "a third down, we store the goods, and complete payment in the fall." In the same window stretch was a big bathing suit window, completing a startling contrast. Another window in the same stretch that made a hit was a jewelry display full of gift suggestions. Completing the suggestiveness of the showing was a procession of little kewpies, all dressed up as various members of a wedding party, who were "down in front," and wending their way across. These fetching kewpies, moreover, were for sale, at \$15 each. The setting of the window was in orange blossoms, lilies of the valley and pink roses.

On to Chicago Convention

There will be quite a little delegation of display managers to attend the Chicago convention. Jack Cronin, of L. Bamberger & Co., Newark, N. J., will probably go. He is planning a trip to Canada, and will attend the convention if he gets back in time. Mr. Cronin generally makes two or three western trips a year to recruit his decorative ideas, or possibly on a mission relating to merchandise. But at all events he gets out west. His firm is noted hereabouts as one of the most progressive and aggressive in the entire metropolitan district. Mr. Cronin bears a close relation to his house and has a number of other things within his purview besides the windows, as when the departments of the store are to be changed, and in many other contingencies, his advice and assistance are strongly drawn upon. Then we understand that James Trehwella, of Best & Co., will attend the convention. He interested the last convention here with his setting up of drapes, etc., and his intelligent comments at the time the work was being done.

Edward Munn, of Franklin Simon & Co., is another, always ready to assimilate good things, and as ready to impart any of his own that will be of benefit to others. It is also understood that Andrew D. Hopkins will go to Chicago, after the Elks con-



DISPLAY BY EDWARD K. LUMMUS FOR ALMY'S LIMITED, MONTREAL, CANADA.

vention at Atlantic City. Mr. Hopkins is an enthusiastic Elk and is making a thorough success of his work as the Gimbel display manager in connection with a habit of being stripped for action when the house is up against any kind of a proposition it wants him to tackle. Harry L. Baer, the well-known display manager of Hearn's is another New Yorker who has stated his intention to go the convention. The visitors from other points, many of whom have their own contributions of interest, will none the less regard the fact that the gentlemen named are likely to all meet with them, with a great deal of satisfaction. They are representative of the top notch in the fraternity in New York. Too bad Dean Frankenthal cannot go on, but he has done his full share for the benefit of the trade and will be remembered with hearty good wishes by all.

Richard Dougherty, formerly display manager for Orkins, specialty house, Thirty-fourth street, has resigned, and is now engaged with the John Lurie Co., Broadway and the Circle, dealers in sporting goods and automobile sundries, and will keep the windows working overtime there. Lawrence F. McArdle of the merchandise and sales department of Orkins, will look after the windows during the summer with competent assistance, and in the fall take on a good assistant. Mr. McArdle is looking forward to making a trip of two or three weeks through the west, for pleasure and seeking what the specialty people of the west are doing in decoration, especially the Orkins stores in the various cities. There are six Orkins brothers in the same line of business, not in one corporation, but co-operating in different ways with each other.

Howard Williams, formerly display manager for

Oppenheim, Collins & Co., Newark, and Stewart & Co., Newark, has been in the navy for some time but was recently discharged, and about the middle of June left for Birmingham, Ala., where he will manage and take charge of the windows of the Rainbow Waist Co. at that place. This is one of the newer chain stores in the waist specialty line, it is understood, that is rapidly coming to the front, and Mr. Williams is congratulated in getting into the merchandising as well as decorating end.

Artistic Display at Lord & Taylors'

Lord & Taylor had another interesting corner window, with an unusually artistic display. The back was a high window, with a lace curtain panel with a golden illumination glowing through it in the rear. At each side of the five yellow candlesticks at each side, and the yellow candles in the electrolier hanging from ceiling. From window at background to front was a black carpet two yards wide from each. At top left was a goldfish bowl on a three foot pedestal, with ferns, etc., ranging from the ground. This all was a setting for a fine hat in the center, and slightly to left a fine summer gown. To the right was a pair of long white kid gloves and a pair of fine slippers. Back near the rear window were two or three pillows lying near the back. To right, front, was a large urn filled with lilacs, all making a dignified and highly artistic window.

The windows of the Worth specialty store on 34th street are different by reason of the daylight lamps in them that are constantly burning. The lamps have blue bulbs and give a white light, accentuated by the white backgrounds. G. W. Wilborg, display manager, has been "back from the war" and on the job for some time.

A. E. Benjamin, display manager for all the Oppenheim, Collins & Co. stores, which he visits at regular intervals, making his headquarters and spending most of his time at New York, says that owing to a strike the new Pittsburgh store will not be opened until October. He has not selected a display manager yet for that post, but has in mind a couple of young artists shortly to return from service from whom he will make a selection.

Mr. Munn's Juvenile Window

Mr. Munn often gets in a fine juvenile window at Franklin Simon & Co.'s. His latest one was a big attraction for the little folks: Window running round from Fifth avenue to 38th street; starting with outdoor kiddie villa with rubber covering, two kiddies sitting at table within and another entering door; grass covering floor all round and children playing thereon; background of painted rural scenes with rambler roses climbing over; two juveniles enjoying life in a lawn swing; two others on a tetter board.

A fortnight's visitor last month was Albert Gregory, formerly display manager for David Jones, Ltd., the largest department store of Australia, located at Sydney. Mr. Gregory has desired to visit America for years, and has resigned his post there for a long tour of this country before his return. He has put up some fine windows in Sydney, a number of which have been shown in *MERCHANTS RECORD AND SHOW WINDOW*. He says his plan has been to follow the lines of American progress in window decoration as far as local conditions would permit. It may surprise some to note his organization in

far-off Australia, keeping busy six or seven assistants and four or five ticket writers, etc.

A fine Gimbel window stretch recently included in appropriate merchandise settings, the original drawings for the *Ladies' Home Journal*, of "When the Prince of Wales danced with American nurses," "When the Pope received President Wilson," and a dignified and impressive coloring showing portraits of the group of members of the Paris peace conference.

Mr. Wendell, display manager for Frederick Loesser & Co., Brooklyn, is still indisposed and has gone with his family to a Jersey country place to further recuperate. It is understood that he is slowly improving, but that it may be a few weeks yet before he is able to return to his post. Mr. Harris, his assistant, is "carrying on" in his absence, with an unusually well-assorted and intelligent corps of window assistants.

Mr. Katz 27 Years in Service

Mr. Katz, display manager for Abraham & Straus, is enjoying the summer down at his cottage at Rockaway Park, coming in daily. He has been in charge of the A. & S. windows, we learned the other day, for 27 years, and holds the record of the city for length of service in one position. Even Dean Frankenthal has but 22 years to his credit at Altman's, thus being shown to be a mere kid. But on the other hand, Mr. Katz looks to be the kid. Let them fight it out. Both these gentlemen are hitting up a fine pace with the youngsters in putting up artistic windows, Mr. Frankenthal specializing in



PLATE NO. 1041. DISPLAY BY C. A. F. SMITH FOR HERPOLSHEIMER'S, GRAND RAPIDS, MICH.

This simple yet effective display of evening apparel is shown before a background of modern art designs, the center panel with its border embellishments being a reproduction of a *Merchants Record and Show Window* cover design. To either side are panels of imitation marble, while rich blue velour drapes are hung to the extreme right

and left. An extremely attractive, as well as distinctive feature was given the background by the use of a small black unit placed at either side of the scenic panel which was adorned with a large spray of modern art flowers. The floor and plateau were composition board finished with marble effect.



PLATE No. 1042. DISPLAY BY HARRY H. HEIM FOR THE MARSTON COMPANY, SAN DIAGO, CALIFORNIA.

This showing of summer millinery was exquisite in its shades of lavender, blue, pink, Nile and green and attracted unusual attention. The floor was of white broadcloth placed over composition board. The same treatment is presented in the background with embellishments of carved ornaments in satin shades. The costumes were blue and

yellow. A large basket of natural flowers consisting of yellow mustard, a native wild flower, touched with lavender statice and pink carnations was a most pleasing addition and in perfect harmony. The ribbon was drawn over the handle of the basket and draped to the floor. The shades of ribbon were similar to those of the hats.

the drapes for which he is justly noted, while Mr. Katz puts up entire windows of a grace and style.

In August Mr. Dulz, display manager for Bloomingdale Bros., will open up four more subway windows fronting the new line which will run down 60th street past the store and across the Queensboro bridge. He will then put on one or two extra men, now having a staff of seven to care for the 35 Third and Lexington avenue and 59th and 60th street surface windows and four Lexington avenue subway windows. During the war it was a strenuous time with him, with most of his assistants drafted for the army, and the necessity of getting along with only one or two assistants. Of course many things were run much longer than now, when most of the windows are changed twice a week, and every window at least once a week. Business is reported as very active indeed at the Bloomingdale store, and a general rearrangement of many of the departments is now under way.

Display manager Hopkins, of Gimbel's, has been continuing those weekly sessions of his force, addressed by officials and allies of the house who can inform and inspire the staff on various important branches. A late talk was by Harry S. Bernard, manager of the Gimbel millinery department, and who, by the way, is president of the Retail Millinery Association of the United States. He explained the workings of the Textile Color Card Association, and the progress that has been made in the standardization of colors. It may have escaped the attention of many of our display managers that manufacturers

of apparel and materials of all kinds in larger numbers than ever are standardizing the colors of their product by the textile color card standard. Thus it bears on the work of the display manager in this way: When ladies' hats, for instance, are shown with other merchandise, the colors of the hats and material can all be ordered by number and a perfect harmony obtained.

The relations of the display managers to buyers is a constant subject of interest. It can hardly be wondered at that in some cases there is friction, for there are generally fewer windows than there are buyers who want them for displays and the buyer must be something of a diplomat and yet nothing of a doormat. Mr. Bernard, it may be stated here, always gets a window because he always has something timely. "This is the way he does it," says Mr. Hopkins, showing a note reading thus:

"Mr. Hopkins—Dear Sir:

"We can give you a beautiful window of taffeta crown Milan hemp sport hats, in beautiful pastel colors, at \$5. Will appreciate same as soon as possible.

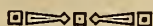
Yours Very Sincerely,

"HENRY S. BERNARD."

Mr. Hopkins gets several notes a week from this systematic and resourceful buyer. There is always complete and real information in them. Lying before the display manager, he can calmly act upon them on their merits. Inasmuch as they always have merits, they get action in due course. This little method may be suggestive of ways in which buyers and display managers may get along better in their mutual relations.

Exquisite Drapes at Altman's

Herman Frankenthal places another series of his beautiful creations in the Fifth Avenue windows of B. Altman & Company—Another type of screen decoration—Creation dedicated to General Pershing.



THOUGH the reports from New York and every other big city state that the silk market is not overly active due to the absence of any sizeable stocks of raw materials the B. Altman Company, New York City, continues to offer many new features in silks and fabrics, and having seen the variety of exquisite materials in the stock of this famous house one wonders why the reports of unusual scarcity. However, the absence of big quan-

scale, owing to the extremely high prices. The former have a big demand however, and the prices on the European materials will undoubtedly fall in the near future. Satins and foulards are popular while the demand for high grade Georgettes and crepe de Chines is extremely active.



DRAPE NUMBER 1.

ties of silk material is true, but it is not the least unusual to find the Altman store prepared to meet such conditions.

American and Japanese silks are most in evidence, the European silk being purchased on a small



DRAPE NUMBER 2.

Illustrated here are three drapes recently displayed in the B. Altman windows on 5th avenue, and a halftone reproduction of a complete display featuring another new Frankenthal screen. They are the work of the inimitable Mr. Frankenthal. Drape Number 1 presents a most pleasing creation in navy blue flowered satin with orchids, the skirt consisting of two flounces of black chantilly lace.

The satin of the gown is draped slanting from the bust and drops down in graceful folds with the opening on the left side, showing two rows of lace and falling full length. A fold of orchid colored chiffon with a narrow width of black lace to match wide flounces completes the upper part of the waist. A real orchid is placed on left shoulder. This gown is dedicated to General John J. Pershing.

Creation of Chantilly Lace

Drape Number 2 is of black chantilly lace with the foundation of orange color light weight satin. The first flounce is draped from the hip on the left side and brought three-quarters way around then dropped gracefully down. This starts the draping of the second flounce (which is graduated to an 18-inch width) on the slant and finishing at the right side. The waist is made of the narrower width and has a beautiful velvet draped belt, the lower part of which has a narrow band of jet trimming with band falling full length (on both sides of skirt) and ending with two jet tassels. Two Colonial bouquets on belt completes the drape.

An extremely pleasing model made of tan colored flowered satin is shown in Illustration Number 3. The waist and underskirt are of satin, veiled with tan colored Marquisette. The skirt is draped by taking the two opposite ends of the material and pinning same to the waist band and then allowed to fall gracefully to the bottom of the skirt in points. A large knot and two ends of blue velvet ribbon form and added attraction to the belt.

The illustration at the bottom of this page presents another new style of screen display, originated by Herman Frankenthal and in great favor with



DRAPE NUMBER 3.

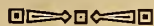
leading display men. The figure in the center is draped with white lace, the newness and novelty of the model being greatly enhanced by a girdle of three tone ribbon consisting of yellow, lavender and pink, with picot edge. The rosette was formed by the ends of lace.



DISPLAY BY HERMAN FRANKENTHAL FOR B. ALTMAN, NEW YORK CITY, FEATURING NEW SCREEN.

Shirting Displays that Pull

Getting men's trade for the dry goods stores by means of window display—Arrangement of merchandise must be masculine in character—How shirting materials may be displayed with big results—Two illustrations.



By C. E. Duff

IN order to get the ordinary man into the piece-goods section of a retail store often necessitates your having to *pull* him in. Regardless of how much at ease he may be at any social function, he's pretty shy when it comes to going through the doors of a dry-goods store. He's timid, nervous, and—yes, just a little bit frightened. He has the idea that dry goods stores were made for women only, and many department stores today find it advisable to have a special entrance into the men's section in order that this department can compete with exclusive men's wear stores.

To obtain the best results in displaying men's shirting materials we must take into consideration this characteristic and give to our displays a masculine character so that it will appeal to men as a man's display—planned especially in his interest.

When a man sees a window full of fabrics draped over tee-stands in graceful folds and artistic sweeps, he naturally presumes that it is intended only for feminine eyes and wants. Even if it is shirtings, the manner in which they are displayed offers his objective mind an opportunity to bring up the argument that they must be intended for women's waists only.

Men are accustomed to seeing their wearables, and especially shirts, displayed with collars, ties, umbrellas, canes, gloves, etc. By displaying our shirting fabrics over shirt forms and fixtures, we travel the road of least resistance to a man's attention and wants, and leave no doubt in his mind about the materials being intended for his consideration. Not only have we shown what smart and attractive shirts the fabrics make, but we have also created



SHIRTING FABRIC DISPLAY BY C. E. DUFF FOR THE LEADER, MARIETTA, OHIO.



SILK SHIRTING DISPLAY BY C. E. DUFF FOR THE LEADER, MARIETTA, OHIO.

an opportunity to show and sell him collars, scarfs, gloves, cuff-links, etc.

If your store doesn't handle men's furnishings, buy a few collars from your favorite men's store, and no doubt they'll loan you a few ties. You may be able to sell some of the ties for them and make it profitable for both stores.

Displaying shirtings in this manner will create more buying among the women, also, for it gives her an idea how attractive a shirt they would make for her husband or friend. By making them herself she can give them for birthday or holiday presents knowing that they are sure to be appreciated.

Often a customer will remark that they would buy three or four shirt patterns if they were sure they could find some one to make them. Therefore it's a good plan to make arrangements beforehand with some capable seamstress or tailor to make the shirts for your customers who do not care to make them themselves.

The next time you show shirtings, try out this method and I'm sure that you'll find that your shirting displays are much more resultful.

Accompanying this article are two photographs

of shirting displays showing the effectiveness of such displays. One is a display of madras shirtings, the other of high-grade silk shirtings. One shows how you can carry out the idea without collars and ties, while the other shows that a more attractive and effective display can be obtained by their use.

In the silk shirting display the materials were draped over shirt easies, and with the aid of collars and ties showed how the merchandise would appear after having been made into shirts. Umbrellas, cuff-links, scarf pins and handkerchiefs were used in connection. The background was light green bordered in yellow, while the white lattice effects showed lavender wisteria. The floor was in grey square blocks.

The background of the unique shirting fabric display was given a gray finish with the panels and curtains in old rose trimmed with yellow. Sprays of clematis were artistically arranged in the background, and the shirtings were shown on fixtures in such a manner that they offered ideas as to how the materials would look when made up. This display also offered the opportunity to show several lines of accessories.



The Last Call

This is our last opportunity to place before merchants and display men the advantages of attending the Convention of the I. A. D. M.

If there is any one who may yet remain undecided as to whether or not he will come to Chicago, we urge him by all means to attend the meeting.

No ambitious display man can afford to miss this great educational event.

No live merchant can afford to allow his display man to miss this meeting.

The complete program of the convention appears on another page in this issue. Read it through carefully. Consider the value of the practical instruction you will get from the many demonstrations by experts.

Every man on the program has been chosen for the reason that he is unusually clever in some particular line of work, and every one of these men will demonstrate and explain just how he is able to get results.

Consider the big exhibition of fixtures, decorations and equipment for the show window and store. It would be well worth a trip to Chicago to see this exposition alone.

Then think of the entertainment features that have been arranged for you. The committee has planned so there will not be a dull moment from the time you reach Chicago until you leave.

Consider all these things and then decide to meet us in Chicago.

The Editor

Window Setting Design No. 10

THE window setting design shown in full color on the cover of this issue deals with the far Orient, in fact has a strong tendency of the East Indian style of art. It should not be confused with the Moorish design of the Alhambra, which though beautiful in its own peculiar way, is of a different character of Oriental or rather Mohammedan art. Of particular interest is the great use of the geometric pattern weaving in and out in countless ways amidst a great play of rich and regal color.

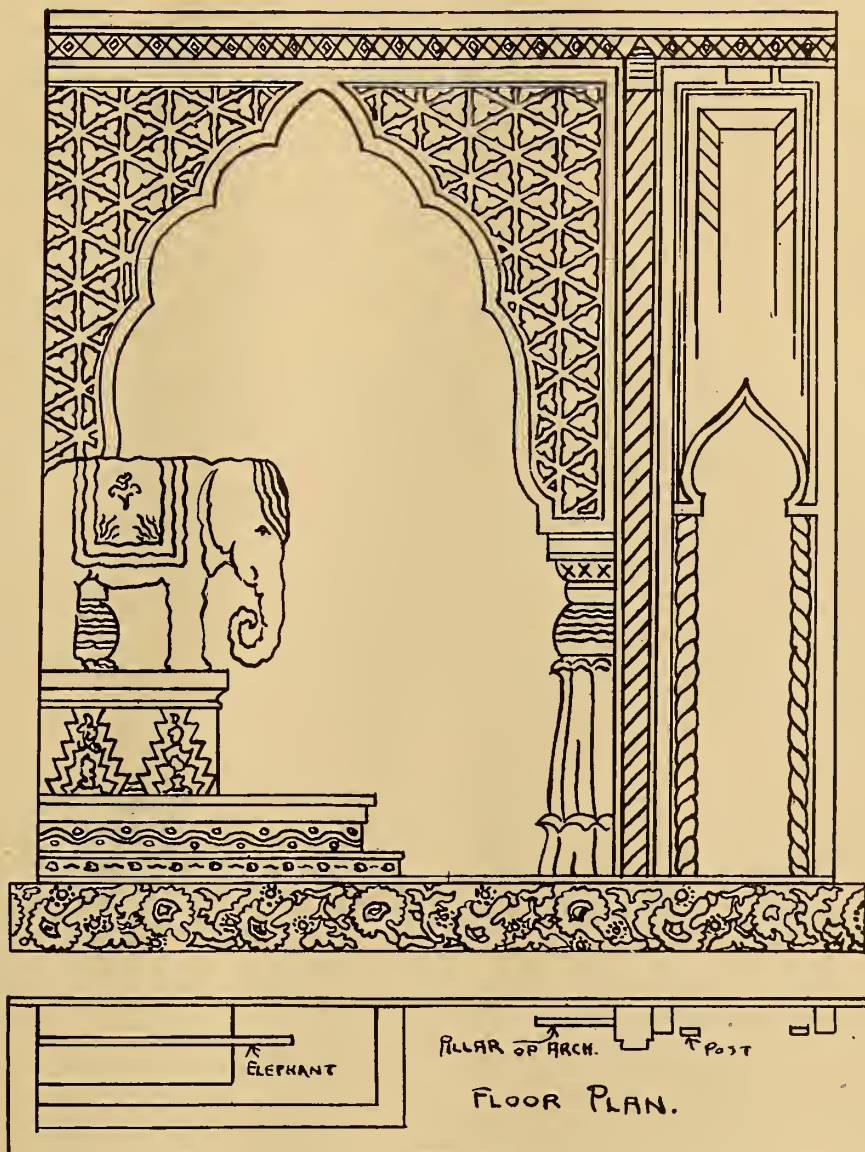
The word Oriental in itself seems almost synonymous with color but always color that is bright, rich and perfectly balanced and arranged. There are no better examples of this sort of color than may be found in Oriental rugs, and should one study and make use of the great variety of combinations to be found in these rugs he would greatly enrich his knowledge of colors and its varied harmonies.

The attention is called to the use of the peculiarly shaped arches as shown in design. They are characteristic and show the use of highly decorated space with a wealth of intricate carving and designs of exquisite workmanship that are balanced by large, simple spaces in proportion. In India the elephant is the symbol of a sacred being, and is extensively used. The border of the setting contains a beautiful design, but one that most frequently is worked in fabrics.

In connection with this window setting there is a wonderful opportunity to employ fabrics of all descriptions, providing of course, they are Oriental in character. Rugs, cashmeres, shawls, embroideries, etc., could be nicely adapted. Then there is the incense burner. Nothing will quite give that

popular Oriental note so completely as a finely chased burner sending up its filmy lines of fragrant incense.

There are so many things that can be done with a setting such as this that there is a strong tendency



to overload the display, just as it was once common to overload the old fashioned cozy corner.

This window setting affords a brilliant opportunity to bring into play the use of composition board and practically all the effects of the design as shown on the front cover may be realized with its use. The elephant may be also cut out from this material. Velour drapes at either side of the center panel would perhaps be interesting to many.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN
International Association of Display Men
Kansas Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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July, 1919

As a Business Investment

FOR the past several months the editor of MERCHANTS RECORD AND SHOW WINDOW has directed messages and editorials to the merchants in an effort to show the wisdom of sending the display man to the 22nd annual convention of the International Association of Display Men, to be held at Hotel Sherman, Chicago, July 14 to 17 inclusive. But a few days remain before this great meeting of the retail stores' most important selling factors convene. What is to be gained by your display man's attendance, and there will be much, will manifest itself in greater sales and more profits for your business. The live, progressive merchant will not fail to send his display man. A glance at the program of educational features, and published on another page of this issue affords a fair idea of the vital subjects to be discussed at this meeting. Merchants cognizant of the value of the display man as a selling factor have seen fit to send their men to the Chicago convention from such distant points as Sidney, Australia, Victoria, B. C., Oregon, Washington, California and many other points equally distant. Decide now to be represented.

Goettmann Signally Honored

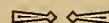
CARL GOETTMANN, popular display manager for Joseph Horn Company, Pittsburgh, Pa., has been signally honored by the City Council of Pittsburgh through its action of naming a principle Pittsburgh thoroughfare Goettmann Avenue. The council's action was due to the untiring services given in several channels during the period of war. Goettmann served on Mayor Babcock's Welcoming Committee from Pittsburgh and was also chairman of his district draft board.

The tremendous duties at Horn's were not neglected while Mr. Goettmann was performing his additional duties, and he not only had the sanction of this big, patriotic institution in his activities; but received great and valuable assistance from it.



Importation of Artificial Flowers

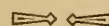
THE War Trade Board announces that applications for licenses to import into the United States artificial flowers, and artificial raw silk from Germany, or which originated in Germany will now be considered. Licenses covering such importations, however, will not be issued until the importer in the United States has made effective arrangements to make the purchase price of such commodities available for the purchase of foodstuffs for Germany by depositing the purchase price with the American Relief Administration for remittance through the latter office to the persons rightfully entitled to it.



THESE popular leaps and bounds by which the world is advancing is handing the knockout blow to a number of old customs. On June 24, Mayer Brothers, clothing manufacturers at 501 South Franklin street, Chicago, sent Milton Mayer on what they term the world's first airplane selling trip into the Illinois territory, armed with samples of the latest suits.



MERCHANTS who are contemplating building or remodeling, and display men should realize the urgent need of placing orders now, should they desire to be not disappointed. Manufacturers and dealers report that they are pushed to the limit, and many state that they are unable to fill the demand and are running behind on their orders. It is absolutely necessary to get your orders for Fall decorations in now.



THE MERCHANTS RECORD AND SHOW WINDOW contest for 1918-19 has been judged and the awards will be made at the I. A. D. M. convention, Hotel Sherman, Chicago, July 14-17.

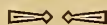
Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.
Thos. F. Condon, Pensacola, Fla.
Harry W. Hoile, Johnstown, Pa.
Chas. T. Boyd, Seattle, Wash.
Carl Goettmann, Pittsburgh, Pa.
J. H. Wood, Paris, Texas

holiday seasons and anticipate the greatest buying era are preparing to make the most of the opportunity. the country has ever known. With this in view they

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



Once More—Order Early

FOR several months we have been urging the merchant and display man to order all necessary fixtures, store equipment, decorations, etc., as early as possible. This advice grows more pertinent as each week passes.

It may be stated with certainty that orders held until the last minute will not be filled.

Manufacturers in practically every line are now running full force and will undoubtedly reach the limit of their capacity before mid-summer. In the meantime orders for deferred shipments are piling up and some manufacturers are even now refusing all orders specifying early deliveries.

Such a situation has never arisen before and, for this reason, some merchants have failed to realize that it now exists.

Manufacturers are making every effort to increase their output—many of them are adding to their facilities for production, but, as the fall season draws nearer, the growing demand is more than keeping pace with increased production.

Another phase of the situation deserving of consideration is the probability that conditions are not likely to change in the near future unless something that is now entirely unforeseen transpires.

Most merchants had greatly curtailed their purchases of all kinds of equipment during the period of the war with the result that the great rush of business that has come since last fall found them unprepared. They are now making improvements and adding to their equipment as fast as they can. There is every evidence that business will continue to grow and that the demand for equipment will keep pace with this growth.

Even with new or enlarged factories there will be difficulty in taking care of seasonal demands for the next year or so. This applies to fixtures, equipment and decorations of nearly all kinds.

Not only for the coming season, but for future seasons, the wise merchant or display man will anticipate needs so far as possible and place his orders early.

Order now and be sure.

Our Service Department

To help our readers we have arranged to act as a clearing house for information concerning store equipment of every description. If you are preparing to buy store or display equipment, decorations etc., and require any information on these subjects, we will be glad to supply it.

The following list covers a variety of subjects. Check the subjects in which you are interested and send us the form. We will see that you receive all available information covering the questions asked:

Service Department,
 Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Shelving
Outside Show Cases.....	Counters
Show Cases.....	Wood Display Fixtures.....
Clothing Cabinets.....	Metal Display Fixtures.....
Bargain Tables.....	Wax Figures.....
Store Seating.....	Papier Mache Forms.....
Lace Racks.....	Electric Signs.....
Rug Racks.....	Window Lighting.....
Curtain Racks.....	Store Lighting.....
Backgrounds, Ornamental...	Show Case Lighting.....
Backgrounds, Hardwood...	Mechanical Displays.....
Cash Carriers.....	Artificial Flowers.....
Package Carriers.....	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Metal Ceilings.....
Delivery Trucks.....	Store Ladders.....
Metal Furniture	

Write in names of subjects not listed.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

.....

.....

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

State Street Notes

Merchants report big June business—Bathing suits and sporting materials show big sales—Men's clothing shops continue to break sales records—Joe Beeson Company opens new clothing shop at 19 East Jackson Boulevard—Chicago men on I. A. D. M. convention program



CHICAGO merchants report a most active business during the month of June, the sales in all of the big stores showing a substantial increase over the previous month and also in advance of the sales during the corresponding month in 1918. As anticipated months ago, the men's clothing and furnishing shops are experiencing the best business in their history, though merchants are entirely satisfied with the results in the various other departments.

Chicago is one of the greatest and best summer resorts in the country and the needs of vacationists are given much prominence, both in the store in-

terior and in the display window, and at the present time many unusual displays of this nature are to be seen. At Marshall Field & Company's store three connecting State street windows are given over to the showing of women's bathing suits and the rare combinations of exquisite colorings of these displays makes them pictures of beauty.

In connection with this subject, that unusual bathing suit display by Display Manager Kagey and placed in a State street window of Mandel's, is still in and attracting as much attention as it did a few weeks ago. The display was described in this department a month ago, but the illustration repro-



DISPLAY BY ALLAN H. KAGEY FOR MANDEL BROS., CHICAGO, ILLINOIS.

duced here will no doubt be of much interest since it shows the setting to advantage.

Another bathing suit window of more than ordinary interest and beauty is in at Carson, Pirie, Scott & Co.'s. Mr. Tannehill, the display manager for this big institution, has introduced a novel treatment of a window of this character, and it is surely working with great results. The background is of green and white fine porch screen in front of which is most naturally posed two women figures in bathing suits and wraps. Two pieces of wicker furniture are used and a straw mat is on the floor.

D. W. Moyer has given over that great island window at Charles A. Stevens & Bros. to a special showing of specially priced tricolette and Paulette dresses, suits, capes and skirts. Mr. Moyer has few equals in handling merchandise for display, and the crowds continually before the big island window and in the arcade of the Stevens store is ample evidence of his ability to show merchandise in such a way that will attract.

At the Fair, where Mr. Herr directs the work of the decorating department, the windows are at the present given over to special sales in a number of the departments. Here is co-operation that manifests itself in greatly increased sales, and Mr. Herr has always been an advocate of boosting all departments and neglecting none. The extreme north window on State street presents a neat treatment in voile drapes.

An artistic and extensive showing of women's and misses dresses holds sway in the Boston Store corner window (Madison and State). The modern art background of unusual treatment and design and in colorings of blue and green affords a most advantageous setting for the goods displayed. The floor is covered with light and dark tones of

green. Mr. McCormack, display manager, is another to place special effort in a bathing suit display and he has a dandy—one that is making too much money to be taken out at this time. An extremely realistic water scene furnishes the background in front of which is a pier and bathing girls attired in dazzling bathing costumes. The usual beach sand covers the floor.

The display windows of Hillman's are always interesting and extremely artistic. At the present time large onyx panels are set in the background of mahogany and draped from the top of the former are great stripes of grey velour. The velour is brought to the floor and then out to the window front in puffs. The floor covering is deep crimson, while mahogany fixtures draped with gray velour are used.

During the past few weeks the Woolworth Store at 217 South State street has had installed in the arcade a fountain where a variety of soft drinks were sold. The reports are that big business was done. Not a bad idea—and July is here.

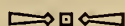
Each month sees valuable additions to Chicago's already great business enterprises. The latest retail store to open in the Loop is the men's clothing shop of The Joe Beeson Company, 19 East Jackson street. A complete description of this new store together with illustrations of departments and windows will be printed in an early issue of *MERCHANTS RECORD AND SHOW WINDOW*.

Chicago display men are planning on attending the I. A. D. M. convention, July 14 to 17, in big numbers and two Chicago artists are listed for demonstrations. M. Wolfson of Baer Bros. & Brodie will take for a subject "Men's Suits and Furnishings," while J. D. Williams, well known to I. A. D. M. members, will demonstrate on Men's Furnishings."



Windows of Unusual Elegance

Windows at Joseph Horn's, Pittsburgh, devoted to bridal displays attract wide-spread interest—Of rare beauty and remarkable simplicity—Elaborate use of flowers and plants—Special decorations in the store interior.



A SERIES of displays which created wide-spread attention were recently arranged in the windows of the Joseph Horn Company, of the decorating department. The windows were given over to a bridal display of rare elegance combined with a most artful simplicity of treatment. Three connecting windows were devoted to the display which showed a bride, bridesmaid, matron of honor, the mother and a flower girl.



SILK DISPLAY BY CARL GOETTMANN, PITTSBURG, PA.

The background of the display was a sunburst of ceil blue with tassels and cord to match in each panel. The panels were beautifully decorated with garlands of prepared green plumoso and pink roses. The altar was banked with a wealth of flowers and natural plants, and the effect was greatly heightened by a Gothic candelabra and kneeling bench. The bench was made of composition board and covered

with white satin, with white silk fringe. A white ivory prayer book completed the suggestion.

Draped in Exquisite Creations

The bride was attired in an exquisite creation of white satin with a white embroidered veil. She carried a bridal bouquet of natural pink baby roses and lilies-of-the-valley. The bridesmaid wore a light pink silk gown and carried pink roses. The matron of honor was gowned in white satin and carried a large bouquet of white roses, while the mother's dress was black silk embroidered in white. A white satin pillow at the foot of the altar held the platinum wedding ring, and the flower girl carried a garland of daisies and lilies-of-the-valley.

Beautiful Aisle Effect

The effect of an aisle was produced by a ribbon of white chiffon which ran the entire length of the



THE BRIDESMAID.



MATRON OF HONOR AND THE MOTHER IN CARL GOETTMANN'S BRIDAL DISPLAY

Pittsburgh, where Carl Goettmann, directs the work three windows, and which was allowed to fall in a graceful drape. Potted ferns and palms were used in each window with white satin ribbon covering the bases, and wall baskets were filled with pink and white roses.

Mr. Goettmann is doing remarkably fine work at Horn's and he manages to keep the public at a high pitch of interest through his excellent execution of artistic features, and through a keen sense which enables him to give the public what it desires and at the time when it most appreciates it. Shown in connection is a beautifully draped figure which was in a corner window of the Joseph Horn store, while the bride windows were in. The new

silks, Kumsi-Kumsa and Dew Kist, were used in this display and with the accessories in connection with the showing of the silks presented a most artistic and beautiful display.

While these displays were attracting throngs to the windows and into the store a great "aisle of gifts" which ran the entire length of the main floor was beautifully decorated and held every conceivable item of interest to the bride. Silk counters showed yards and yards of silks and satins, crepe meteors, gorgettes, taffetas and crepe de Chines. Then there was the sterling silver department with its many suggestions, such as teaspoons, knives and forks, berry spoons, olive spoons, etc. In fact, everything of interest to the bride was shown.



BRIDE DISPLAY BY CARL GOETTMANN FOR JOSEPH HORN COMPANY, PITTSBURGH, PA.

Wall Paper in the Background

O. L. Brewer finds the use of wall paper for backgrounds practical and inexpensive—Pleasing effects obtained—Window with background covered with wall paper of tapestry effect takes first prize in big contest—Its many possibilities

LOOKING for something different for window backgrounds? Something inexpensive, easily handled? Ever try wall paper?

If you haven't you'll find it an excellent covering for panels and decorative settings.

Not the large, striking patterns that look wall paper all over, of course; but there are any number of neat patterns and stripes that make very effective settings and do not proclaim their origin, either.

The first requisite is a suitable foundation, and any make composition board will answer admirably. The board should be backed with strips of wood to make it rigid, otherwise the shrinkage of the wall paper will have a tendency to warp the board; but one piece of board or window setting may be used any number of times.

An infinite variety of colorings and patterns are to be had from any wall paper store, the cost is small, and with a little thought and labor, settings can be constructed for any kind of merchandise.

Begin with a series of panels—composition board is usually made in 32-inch and 48-inch widths and

various lengths up to 12 feet. The 32-inch by 7-feet is in good proportion and besides, the board will take two widths of wall paper nicely. Select an all-over foliage pattern in soft gray tones, lay on smoothly and finish around the edges with border to match, and you have the making of a setting suitable for displaying most any materials.

The panels could then be covered with a pink satin stripe paper finished with a narrow white beading. This treatment for late spring or early summer would be very effective. To make a special feature window, stencil a border of kindergarten animals along the top and you will have a dainty setting for a children's day show.

A cool blue delft or copen, with a small white figure would be very pleasing for the warm summer days and the color scheme could be carried still further by covering composition board in sections for the floor.

Then, for variety, a wall paper border could be featured. Remove all the panels but two, divide the window in three parts, placing panels at inter-



PRIZE DISPLAY BY O. L. BREWER SHOWING USE OF WALL PAPER IN THE BACKGROUND.



PLATE No. 1044B. DISPLAY BY H. H. SEAY FOR WALKER D. G. CO., CHARLESTON, W. VA.

The background of this artistic display of boys' blouses consisted of three panels of composition board finished in the marble effect. A large rose tree was placed in the center alcove panel and velour was draped above. The plateaus were finished in royal blue and Persian

orange velour, with the feet and ornaments in Roman gold. The panels were grey and the columns cream with the caps and ornaments in old ivory. The floor was made of square blocks and the side drapes were rich green velour.

vals of one-third the space, and then connect them with a border the width of your wall paper. For this, a wide border composed of festoons of roses, with black high lighting—or one of the dainty flower cut-outs would be very effective.

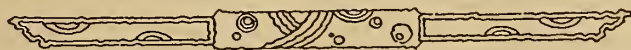
For the Fall a decided change could be secured by using light browns and tans on the panels, placing the binder this time about four inches in from the edge and mitreing the corners neatly.

Then, at Christmas time, a number of the same panels could be used, covered with red or green felt wall paper with oval cut-out near the top and a Christmas snow scene inserted. Here you have a series of backgrounds suitable for each season of the year from the one original foundation.

This is just a brief outline of the possibilities for just ordinary or special settings to be found in wall paper, but—take fifteen minutes and visit the nearest wall paper store, just “look it over” and

you'll find enough inspiration to last for some time.

Reproduced here is a display, the background of which consisted of panels and connecting border pieces of composition board covered with wall paper. It presented the tapestry effect—all-over foliage pattern in soft gray tones with delicate pink blossoms. The prices were edged with flat moulding, two inches wide and painted gloss white. The setting was completed with a few sprays of Japanese cherry blossoms and southern wild smilax. The show card was also covered with the same pattern wall paper, with a small piece of art paper mounted on it, carrying the reading matter. Taffeta silk with Georgette crepe over drapery and silver laces were displayed. Evening hats in harmonizing tones were also used. This display was recently awarded first prize in a popularity rating contest in connection with the Newton, N. J., spring styles show.



Inspiration for Display Department

Display Manager Hopkins inaugurates a new feature for his staff at Gimbel's, New York—Educational talks and meetings now listed in the business routine of this big New York institution—Instructive, inspiring and helpful to all departments of the store.

DISPLAY Manager A. D. Hopkins, of Gimbel Brothers, New York, is working out a happy idea in connection with the development and encouragement of his force of sixteen men. His first assistant, R. Jones, was six years with Gimbel's and for about a year display manager for G. Fox & Co., Hartford, Conn. J. Warren has been seven years with Gimbel's; G. Jentzen four years; T. Burns and G. Dorney three years; H. Stone, seven years; T. Breenan and R. Goodacre two years and W. Nelson one year. Goodacre and Jentzen came from Los Angeles; the others are Eastern men. They all decorate windows and that they are doing good work is obvious to anyone who inspects the Gimbel windows, which are arranged to sell

goods, not to please the artistic colony. And they sell goods. The windows might be called "fairly full" as relates to the merchandise shown—not stocky—and at the same time including handsome and artistic features.

Now, Mr. Hopkins is ambitious to tone the spirit of the department high, and have the staff get a glimpse of things from the standpoint of the men of affairs of the store, with a broad outlook. Hence he addressed the following letter to General Manager John F. Duggan, one of the most successful department store managers in New York, who many years ago knew the "window game," and now appreciates its exact scope in the general scheme:



PLATE No. 1045. DISPLAY BY SAM BERMAN FOR FINKELHORN'S, PITTSBURGH, PA.

Here is an extremely pleasing and strong display of straws. The floor and the background were similarly draped in black mercerized poplin, a most practical material for showing straw hats. The wall

basket in the center of background and filled with artificial flowers was finished in ivory. The floor lamp was finished in like manner. Two straw hats suspended from the ceiling and represented hanging baskets. They were filled with red poppies, ferns and ivy. The hats displayed amidst these surroundings made a most pleasing effect.

Mr. John F. Duggan, General Manager,
Gimbel Brothers, New York.

Dear Sir:

The window decorating department is at the high-water mark as to personnel and ability.

The members of the department, the heads of departments and buyers generally will agree that for patience, tact and gentlemanly conduct, the department has few equals in the store. Trouble has been reduced to a minimum and it is a rare occasion when a member of the department has to report to the authorities in the management, and it is an established and well-known fact that between the merchandise departments and the decorating department co-operation is always very pleasant, and the working out of any problems agreeable.

While we do not boast of any academicians in the department, the members can turn their hands to most anything connected with business, from gardening to painting a sign, from drug sale to fashion opening, or from a lace trimming to a showing of gingham.

It is also very true and admitted that mistakes are made—and often. These are regretted, but they are really due to the stress of the great events and sales conceived and successfully carried out by the many departments throughout the store, rather than to deliberate negligence.

With an understanding that knowledge is power, and that the time is ripe for the decorating department to take advantage of and follow along your idea of business education, we respectfully request that a series of educational talks and meetings be arranged for our department by the management.

Yours respectfully,

A. D. HOPKINS.

The foregoing letter, given in full, tells its own story, and shows the objects desired. It was suggested that addresses be given by Mr. Duggan, to start with; and among others by Advertising Manager Freeman; Howard Browne on "Care in Checking Merchandise"; Chief Ross, of New York Fire Department on "Fire Hazards"; R. Bergman, of Art Students' League, on "Color"; Harry Bernhard on "Textile Color Cards"; Mr. Schoenthal on "China, Glassware, Etc.," and by other merchandise men, buyers and assistants from the management.

Mr. Duggan made an interesting address at the first meeting. He said, among other things: "I don't know how much you men go around and see the other stores. We made the rounds last Christmas and agreed that we had the best windows in the city. In fact, we admitted it. We want commercial selling windows, with lots of merchandise, as we have certain Sixth avenue trade, and we don't want to shoot over the heads of any of our customers. So get in good commercial windows. Our windows are now the best selling windows in New York City. Don't misunderstand me. Don't get it into your head that we don't want high grade windows, because we do. It is high grade, commercial windows that we want.

"Mr. Hopkins, I would be proud to be captain of such a fine intelligent organization. Promotions

are going to be made in all departments. Yesterday we promoted a man from floor man to assistant buyer, and we are going to try to promote all we can. Your jobs are along the merchandise end, and the more you can learn of merchandise and service, the more you will profit, as when a merchandise position is open, I don't think Mr. Hopkins will stand in your way. In New York you men can take up practically anything in the evening, either at the Y. M. C. A. or any of the city colleges. I think you men ought to give about two or three nights a week and take up some kind of a course. Study windows, study public speaking or other subjects that will advance you. If you want more money or something else, you will have to go to Mr. Hopkins, and I know he will not come to me for an increase unless you are entitled to it."

Mr. Duggan said many more good things which were highly appreciated by the boys.

At the next meeting there were several merchandise men and the advertising manager, the bargain table man and bargain basement head, and Mr. Hopkins, presiding, introduced one after another. The advertising manager stressed the importance of the ability to work with others, the ability to do team work, giving his opinion that the man of somewhat lower ability who could work with others, was of greater value than the abler man unable to co-ordinate his efforts with those of his fellows. The merchandise men gave some excellent ideas. Mr. Fred Gimbel said that the window was most successful in the creation of which a single idea had been in the decorator's mind. The values, the seasonability, or the quality could be emphasized. It was better to stick to one of the above qualities rather than to try to do justice to the three in one window. Mr. Britten had recently returned from a tour of the country and detailed some of his observations. He spoke of Los Angeles and most Pacific Coast cities as being unusually potent from the show window standpoint. They were not theatrical cities like New York, and people spent more time looking at the show windows, whereas in New York, in the shopping centers, the transients are probably the greatest numerical factor in the crowds that look at the show windows. Mr. Dowdell, another merchandise man, spoke of the valuable co-operation a window decorator could give to any buyer in staging an important sales event.

The first two meetings were so fruitful in information and inspiration that the series will be continued, and doubtless many another display manager will find a similar program helpful to him and his force, and the store morale generally.

International Association

— of —

Display Men

First Vice-President

T. GUY DUEY, Wurzhurg's Dry Goods Co., Grand Rapids, Mich.

Second Vice President

C. A. VOSBURG, McCreery's, Pittsburgh, Pa.

Third Vice President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Treasurer

W. H. HINKS, J. W. Thomas & Co., Minneapolis, Minn.

President—E. DUDLEY PIERCE, Sibley, Linsay & Curr Co., Rochester, N. Y.
Secretary—D. B. BUGG, Suite 1520, Woolworth Bldg., New York.

An Educational
and Business Organization

Executive Committee

CLEMENT KIEFFER, JR., C. A. Weed Co., Buffalo, N. Y.

B. W. CHRISTOPHEL, Frank & Seder, Pittsburgh, Pa.

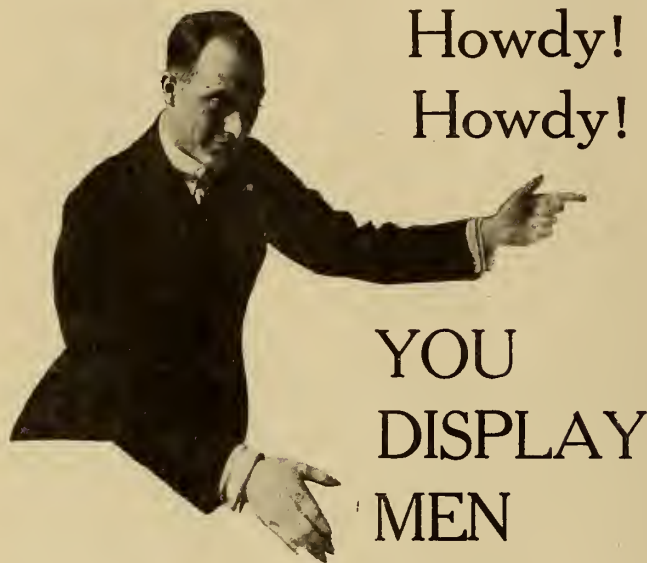
J. J. CRONIN, L. Bamherger & Co., Newark, N. J.

JAMES TREWHELLA, Best & Co., New York City.

M. J. B. TENNENT, Meier-Frank, Portland, Oregon.

C. E. WILSON, The Killian Co., Cedar Rapids, Iowa.

R. L. PAXTON, Foley Bros. Dry Goods Co., Houston, Texas.



Howdy!
Howdy!

YOU
DISPLAY
MEN

from Maine, Portland, Florida, and all corners of the good old U. S. A.—a cordial welcome and glad hand awaits you at the Hotel Sherman July 14-15-16-17, Chicago, Ill.

I know you have been anticipating attending the convention—I know a good many of you have cherished the hope and just can't wait until the time arrives when you board a train in your own home town and say "I'm off for a four-day sojourn."

Hang trouble, care will kill a cat, so therefore, let us merry be. I am out in search of new ideas and the town that expects me will be the mecca for them. The ideas will be there. All ready to serve by exponents of the profession—ready on a silver platter, so to speak, for me to take home—digest—and retain forevermore. Now, you, you, YOU, who have never attended any of these conventions—and still pursuing your calling year in and year out, let me personally and cordially invite you to attend.

I do not only invite you to attend the conven-

tion, but I will endeavor to make you feel at home—help you get acquainted—answer if possible any display problem you have been confronted with—introduce you to the celebrities of the profession—anything within reason—to make your trip an enjoyable and educational one.

CLEMENT KIEFFER, JR.,



To The Merchants

THE International Association of Display Men is going to hold the best convention it has ever undertaken in Chicago July 14th and 17th inclusive. I feel sure that a word at this time in regard to this convention would be worth its weight in gold if I could only persuade you to send your display men to Chicago. There are going to be in the neighborhood of one thousand men in attendance. The interchange of ideas of these men is worth a great deal. Then there will be a four days' program of educational work, which consists of active demonstration and handling of the merchandise in the way it should be shown in order to display it in a sales-producing manner. In addition there will be manufacturers' displays of store equipment both for window and interior displays, which gives your man an opportunity to compare prices on equipment and flowers in the open market. These things should not only influence you to send your men to the convention, but to also be present yourself.

We would ask no better opportunity to prove to you that we are a bunch of men assembled for but one purpose—and that is to try and gain knowledge through what we observe and hear and to take home and reproduce in the windows of the firms by whom we are employed, putting forth every effort for our employers and not for personal gain.

May the officers of this association have the privilege and pleasure of meeting you in Chicago?

E. DUDLEY PIERCE,
President.

I. A. D. M. Program Completed

Well balanced instructive demonstrations to feature 22nd Annual Convention of the I. A. D. M.—Artists of national importance on program—Many new features—Big entertainment features to be given by Chicago Display Equipment Manufacturers' Association



WITH but one more demonstration to be arranged the program for the 22d Annual Convention of Display Men is perfected, and it presents a most interesting and evenly balanced list of educational features. Leading display artists, representing every section of this country and Canada, have places on the program and all have emphatically stated that only serious unfore-

than the programs of the past several years and among the subjects of added interest are demonstrations on "Specialty Shoe Displays," "Unusual Effects With Ribbons," "Bathing Suit Displays," and "Drug Store Displays." Such additions to the program will be well received by the members attending the convention and features that, because of their importance, should find place on all convention programs.

At 11:30 o'clock on the morning of Tuesday, July 15, and continuing for one hour will be an open discussion on the "Promotion and Betterment of the I. A. D. M." This extremely beneficial innovation will undoubtedly meet with instant favor as several of the members of the Association have at various times expressed their desire that such a feature be incorporated in all annual programs. Each speaker will be limited to three minutes.

Entertainment by Chicago Manufacturers

Display men who have visited previous conventions held in Chicago can attest to the hospitality of the members of the Chicago Display Equipment Manufacturers' Association, and the programs of entertainment of other years and provided by this Chicago association are still fresh in mind. However, this live-wire organization has resolved to outdo all previous efforts, and has completed arrangements for an entertainment of varied features. Their program has been previously printed in Merchants Record and Show Window, and the main events are listed in connection with the general program published here. A word should be said here relative to the men of the Chicago Display Equipment Manufacturers' Association who have been unusually active during the past year not only in making plans for the success of the 22nd Annual Convention of the I. A. D. M., but also because of the effort of the Association as a body and of the individual members in its campaign to boost the membership of the International body. The valuable publication given through this advertising ma-



PRESIDENT E. DUDLEY PIERCE.

seen happenings will prevent their taking their proper places in the list of demonstrators.

Much time and study has been given to this important feature of the I. A. D. M. convention, and the Program Committee have extended every effort to secure demonstrators with national reputations and men capable of doing good work in the presence of convention delegates. Another detail of importance that has evidently been well handled is the variety of subjects to be covered by the men on the program. The list this year is more clastic

terial has evidenced itself in many cases where display men have written to the editor of Merchants Record and Show Window seeking information relative to affiliating with the I. A. D. M., and at the same time stating that the invitation extended by the Chicago Display Equipment Manufacturers' Association to members of the I. A. D. M., interested them to the extent of seeking to join.

The convention will be called to order in the convention hall of Hotel Sherman, Chicago, at 10 a. m., Monday, June 14. President E. Dudley Pierce, Rochester, N. Y., will be in the chair. The president is very active in making preparations for the big meeting and is confident that all attendance records will be broken.

**Program—22nd Annual Convention I. A. D. M.,
Chicago, July 14th—17th**

Monday, July 14th—Morning Session:

- 10 o'clock—Address of welcome by Hon. William Hale Thompson, mayor of Chicago.
Response on behalf of I. A. D. M.
L. A. Rogers, John D. Mabley's, Detroit, Mich.
Appointment of committees on Order, By-Laws, Prizes, Changes, Awards and Nominating.
Adjourn for lunch.

Monday—Afternoon Session

- 2 o'clock—C. J. Potter, past president, I. A. D. M., New York. Address—"How Display Men Helped Win the War with Their Windows."
- 2:30 o'clock—E. J. Berg, past president, I. A. D. M., Burgess-Nash Co., Omaha. "Plateau Demonstrations."
- 3:15 o'clock—William R. Chandler, Fountain's, Greenwood, Miss. "Unusual Ribbon Displays."
- 4 o'clock—V. L. Carson, Guarantee Shoe Co., San Antonio, Texas. "Shoe Displays That Attract and Sell."
- 5 o'clock—Annual meeting Executive Committee.
- 7 o'clock—Complimentary moonlight trip on lake. Boat chartered by Chicago Display Equipment Manufacturers' Association. Leaves from Municipal Pier. Dancing and refreshments. Sid Kling, chairman.

Tuesday, July 15—Morning Session

- 9:30 o'clock—Walter E. Zemitzsch, Famous & Barr Co., St. Louis. Demonstration—"Arrangement of Flowers."
- 10:15 o'clock—William A. Biby, Topcka, Kan., National Treasurer, The Knights and Ladies of Security. Address—"Observations of a Window Shopper."
- 10:45 o'clock—J. D. Williams, Adams Bros., Chicago. Demonstration—"Men's Furnishings."

- 11:30 o'clock—Promotion and betterment of International Association of Display Men. Open discussion; speakers limited to three minutes.

Awarding of Prizes in Merchants' Record and Show Window Annual Contest.

Adjourn for lunch.

Tuesday—Afternoon Session

- 2 o'clock—Automobile ride for visiting ladies. Trip through park system and up the famous "Gold Coast." Stop will be made for refreshments. Fred A. Watkins, chairman.
- 2 o'clock—T. Guy Ducey, Wurzburg's, Grand Rapids, Mich. Demonstration—"Drapes" (shown for the first time).
- 2:45 o'clock—Harry W. Tobey, Greenfield Clothing Co., Wichita, Kan. Demonstration—"Bathing Suits."
- 3:15 o'clock—R. T. Whitnah, Crosby Bros. Co., Topeka, Kan.

Demonstration and lecture—"Linking the Window Display with National Advertising."

- 4 o'clock—Jack Cameron, Harris-Emery Co., Des Moines, Iowa. Demonstration—"Drapes from Famous Stores."

- 4:45 o'clock—Report of Executive Committee.

Adjourn.

- 7:30 o'clock—All members and guests go to famous "River-view Exposition." Free admission to park and principal shows, compliments of Chicago Display Equipment Manufacturers' Association. Harry Jones, chairman.

Wednesday, July 16—Morning Session

- 9:30 o'clock—G. F. McConnell, Jassby's, Montreal, Canada. Demonstration and lecture—"My Idea of a Successful Window Display."
- 10:15 o'clock—Homer H. Seay, Walker's Dry Goods Co., Charleston, W. Va. Wallboard Cut-Outs and How to Make Them."
- 11 o'clock—Reports by chairmen of committees. Auditing and membership, reports of judges and awarding of prizes.
Adjourn for lunch.

Wednesday—Afternoon Session

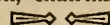
- 2 o'clock—Clement Kieffer, Jr., C. A. Weed & Co., Buffalo, N. Y. "Building Displays That Sell Goods"—lecture and stereopticon illustrations.
- 2:45 o'clock—Morten L. Hoffstadt, Peoples Store, Charleston, W. Va. Demonstration—"Card and Sign Writing."
- 3:15 o'clock—C. A. Vosburg, McCreery & Co., Pittsburgh, Pa. Demonstration—"Displaying Wax Figures and Forms."
- 4 o'clock—Annual election of officers, Australian ballot.
- 5 o'clock—Report of tellers on election of officers.
Adjourn.
- 6:30 o'clock—Annual banquet, Convention Hall. Informal; all invited. Entertainment by professionals, high class cabaret, dancing by diners. Talent for show provided by courtesy of Chicago Display Equipment Manufacturers' Association. George J. Cowan, chairman.

Thursday, July 17—Morning Session

- 9:30 o'clock—C. R. Macgregor, The Hudson's Bay Co., Winnipeg, Canada. Demonstration—"Men's Shirt Displays."
 - 10:15 o'clock—M. Wolfson, Baer Bros & Brodie, Chicago. Demonstration—"Men's Suits and Furnishings."
 - 11 o'clock—Show card demonstration—Geo. B. Scott, Strouse Bros., Evansville, Indiana.
 - 11:30 o'clock—L. F. Dittmar, National Cash Register Co., Dayton, Ohio. Address—"How the Members of I. A. D. M. Can Get the Most Good Out of Their Organization."
- Adjourn for lunch.

Thursday—Afternoon Session

- 2 o'clock—Unfinished business. Reading invitations for 1920 convention city. Voting for next convention city. Installation of officers. Appointment of Program, Publicity, Educational and Membership committees.
Adjourn sine die.
- 5 o'clock—Meeting together of officers, board of directors and chairmen of Program, Publicity, Educational and Membership committees.
Program provided and arranged by Program Committee. George H. Lamberton, chairman.



THE Chicago Display Equipment Manufacturers' Association met at the Hamilton Club on Wednesday, June 18, and perfected final arrangements for the entertainment of the delegates to the 22nd annual convention of the International Association of Display Men, to be held at the Hotel

BUSINESS MEN ARE PARTICULAR

They are not looking for inexperienced or incompetent help. They want young men and women who have been trained to do special work, instead of experimenting with unskilled heads and hands.



MR. H. A. FOWLER

The Famous Glass Block of Minneapolis Uses Koester Man

Mr. H. A. Fowler, the Head Display Manager for the great Donaldson Store, is not only a graduate of the Koester School, but he appreciates its value to the extent of sending his assistant display men to the school to make them more efficient in their work



L. S. Donaldson Co.,
Minneapolis, Minn.

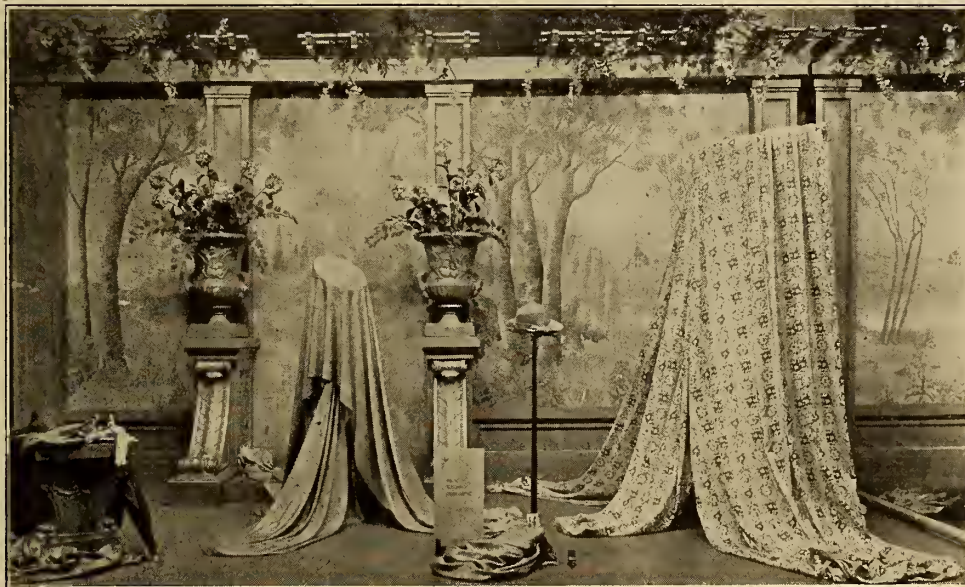
in his department. It is generally conceded that the window displays of the Donaldson Store are the equal of any in the country, and the fact that the Koester School can claim Mr. Fowler as one of its graduates, is one of its best recommendations. It is with a great deal of pride that we reproduce the letter below.

READ MR. FOWLER'S LETTER

Mr. George J. Cowan, President Koester School, Chicago.

Dear Sir:—You will be interested to know that I feel that I received my start in Display work, and I owe the success I have had in this line, to The Koester School of Window Trimming. It gave me my start and has been an inspiration to me ever since. My faith in your ability to make "better trimmers" out of "good trimmers" led me to send two of our force to the Koester School for a special course last week. Both of them (one a trimmer for ten years) are enthusiastic over their experience. Country merchants cannot conceive of the benefit a course would do to them in their business. If they did, Chicago couldn't accommodate them.

Yours very truly, H. A. FOWLER, Display Manager L. S. Donaldson Co.



One of Mr. Fowler's Window Displays That Has Made the Donaldson Store Famous for Its Window Displays

Our course fits young men and women for actual business; it places in their hands the tools with which to work.

Our success has been little short of marvelous, yet our terms are most moderate.

This message is to the man who is

—Earning less than he ought to earn.

—Discontented because he knows that he is a "misfit" in his present position.

—Depending upon some stroke of luck to put him in a better job.

If you are not "getting anywhere" for one or more of these reasons—make it your business to find out what is wrong.

Most "misfits" have settled themselves in jobs that give them no chance to grow—hindered their own advancement by failing to develop the money-earning power of their natural ability.

Don't "mark time" where you don't belong! Let the Koester School fit you for the job that you were meant to fit.

In our fifteen years' experience in training men for promotion, we have fitted thousands of students and graduates for the big jobs ahead.

Let This Coupon

Give You Your

Start

THE KOESTER SCHOOL

With Which Is Consolidated the Economist Training School of New York

314 South Franklin Street

CHICAGO

Largest and oldest school of its kind.
Located in the Window Display Center of the World.

The Koester School, 314 S. Franklin St., Chicago.

Please send me full information about the following:
☐ Window Display Course ☐ Card Writing Supplies
☐ Advertising Course ☐ Card Writing Course
☐ Correspondence Instruction

Name

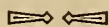
Address

Town..... State.....

I saw it in the July "Merchants Record"—Page 51

Sherman, Chicago, July 14, 15, 16 and 17. The entertainment plans of this association will be found in connection with the I. A. D. M. program printed on another page of this issue.

At the meeting the following concerns were voted members of the Chicago Display Equipment Manufacturers' Association: J. R. Palmenberg Sons, Inc. (Chicago branch); The Decorators' Supply Company, Chicago, and Hugh Lyons & Company (Chicago branch).

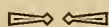


Wichita Men Coming to Chicago

THE Wichita Association of Display Men, of Wichita, Kansas, are showing unusual activity and are regularly conducting instructive meetings at which elaborate demonstrations are featured. The association has a membership of twenty bona fide display men, numbering among them several artists of national prominence. Plans are now perfected for attendance in a body at the 22nd Annual Convention of Display Men to be held at Hotel Sherman, Chicago, July 14, 15, 16 and 17.

J. H. De Witt, well known display and advertising manager for the Boston Store, and president of the Wichita local will be in charge of the contingent to visit Chicago. Harry W. Tobey, display manager for the Greenfield Clothing Company, and an artist of unusual ability will demonstrate before the delegates to the big convention of the I. A. D. M. He will take for his subject, "Bathing Suit Displays."

The members of the Wichita Association are: J. H. De Witt, Boston Store; E. Leo Harris, Rorabaugh D. G. Co.; J. H. Everetts, Holmes Clothing Company; Paul Lewis, Steele Hardware Company; Tony Figgemeier, Geo. Innes D. G. Co.; Frank Neel, Kroeger's Toggery; Paul Shultz, Redfern Cloak Company; Paul Ecklor, Armstrong Music Co.; R. E. Ivy, Walker Bros. D. G. Co.; Mr. Ramsey, Spines Clothing Company; Mr. Clardy, Boston Store; Otto Becker, Rorabaugh D. G. Co.; W. A. Talbott, Kansas Paint & Color Co.; E. N. Perry, Walker Bros.; Hugh L. Gordon, McVicar-Howard & Millhaubt Clo. Co.; V. V. Bright, Askin Marine Co.; Harry W. Tobey, Greenfield Clo. Co.; Geo. H. Howes, Knorr Clothing Co., and Fred Whitlock, Spines Clothing Company.



Salina Men Active

WHEN the third annual convention of the Kansas Association of Display Men convenes in Salina, next July, a program of unusual merit will be presented. Salina was recently chosen as the next convention city of the Kansas display men, and the Salina boys intend that the

delegates will be given something by which to remember the hustling little city. Already they are talking convention and laying plans, and at this early date the convention headquarters have been chosen, as well as reservation made for all convention and exhibition space.

A. C. Dannenfeld, new president of the Kansas Association of Display Men is also president of the Salina local, which is rather advantageous in many ways since the success of every convention depends in a great degree upon the cooperation of the association officers and the officials of the convention city local.

President Dannenfeld is fortunate in being surrounded by such a number of real live-wire boosters—all regular fellows, anxious to have one feel Salina hospitality. These men will carry much of the burden, but that is just what they desire to do and are determined to make the next state convention the best of all.

The officers of the Associated Display Men of Salina are: President, A. C. Dannenfeld; Vice President, T. K. Ebert; Secretary, R. S. Griffie; Treasurer, William Cubberly. Membership Committee—Chairman, William Cubberly; C. W. Carlson and G. D. Lovitt. Program and Entertainment Committee—H. F. Bromley, chairman; C. H. Gawthrop, T. K. Ebert, Wm. Stensgaard, Wm. Helfrick and R. S. Griffie. Publicity Committee—Walter Kelley, chairman; T. S. Jamieson and C. L. Dunn. Trustees—William Cubberly, T. K. Ebert, R. S. Griffie, C. L. Dunn and A. C. Dannenfeld.



St. Louis Men Ready

THE St. Louis Display Men's Association, St. Louis, Mo., conducted its regular monthly meeting at the American Annex Hotel, on the evening of June 9, and plans were discussed and set in progress for the Association's attendance in a body at the I. A. D. M. convention in Chicago, July 14 to 17. The dinner and meeting was voted the best ever, with pep running around 160 degrees, due of course to the anticipated trip to Chicago. Nearly twenty members of the St. Louis local will be present at the big convention and, as always is the case with St. Louis display men, the usual amount of St. Louis enthusiasm will be evident.

Another meeting of the local will be held on the night of July 7, at which time final arrangements will be made for the journey to the Windy City. As guests of the local at the meeting of June 9 were: E. Reardon, B. Cohen and E. Logsden.

O. S. LASCHE,
Publicity Manager.

FEDERAL ELECTRIC SIGN

DRY GOODS

—Widens Your Zone of Attraction

Supposing you could get a much better location for the same rent you are now paying—you would move.

You can improve your location for the same rent **WITHOUT** moving by placing a Federal Electric Sign in front of your store, because—

You can reach people a block or two down the street in each direction and also at the cross streets—people who ordinarily never even see your store windows.

A Federal Electric Sign acts as a cheerful salesman, inviting the people to your store—it creates the impression that you are up-to-date and prosperous. It glistens by day and sparkles by night.

YOU HAVE 12 MONTHS TO PAY for this sign and you get the services of an energetic business booster to help you make the final payments. After that, it costs but a few cents a day for current—no other expense. Made of Porcelain-enameled steel, it cannot fade, rust or rot. An occasional washing keeps it sparkling like new.

GIVE NEW CUSTOMERS A CHANCE TO FIND YOU. Send in the coupon **TODAY** for full information.



Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 12-months-to-pay Plan

Name City State

Street and No..... Business.....

Store Frontage..... No. of Floors.....

(MRSW-7)

Who's Who in the Profession

William H. Hinks

J. W. Thomas & Co., Minneapolis, Minn.

A DISPLAY man of the first water, a merchandising expert of rare ability, an executive of unusual forcefulness, and an all around good fellow are but a few of the qualifications possessed by William H. Hinks, director of the decorating department of J. W. Thomas & Company, Minneapolis, Minn.



WILLIAM H. HINKS.

Mr. Hinks needs no introduction to the men of the profession, having been for several years one of the most prominent men of the craft, and a most powerful influence in the development of the display profession and the International Association of Display Men. He has held many offices in the Association and is at the present time its treasurer. Mr. Hinks is a most staunch supporter of the I. A. D. M. and a regular attendant at its annual conventions. Being an able speaker, he has been frequently placed on the program, and in this regard has aided materially in making convention programs successful.

Mr. Hinks' first introduction to the merchandising world dates back several years when he was an apprentice in a London dry goods store. He developed rapidly and it was not long before he was a salesman in the silk department. It was in this department that his natural ability in displaying silks on tables and throughout the store attracted the attention of the department managers, with the result that Mr. Hinks was transferred to the window department as assistant to the display manager.

In a brief six months we find him in charge of the entire display department, in which position he made quite a reputation during his four years in that capacity. At this time Mr. Hinks felt the call of the Colonies and secured a position with the Hudson Bay Company, Winnipeg, a position he resigned shortly after to accept the display manager's post at the J. W. Thomas & Company store, Minneapolis.

Mr. Hinks arrived in Minneapolis in time to be of great assistance to his new employers who at the time were directing the construction of a new building. The valuable assistance rendered at that time was later solicited and Mr. Hinks materially assisted in planning the store which this famous merchandising institution now occupies. J. W. Thomas & Company is known as the Altman of the West.

Mr. Hinks is continually consulted on merchandising problems, and is recognized by the officials of J. W. Thomas & Company as the store's most efficient department organizer. He thrives on work and lots of it, and finishes anything he tackles. Though Bill is a mighty important figure right now it would not be the least surprising in the near future to hear of him having jumped a few pegs in the ladder of success.

You fellows who are planning on attending the I. A. D. M. convention for the first time should not fail to meet this hospitable display manager from the Northwest. Just ask for Bill Hinks.



Oscar F. Ryan

Anderson-Newcomb Co., Huntington, W. Va.

WINNING prizes in the Sweepstakes Class for Show Cards in the big annual contests conducted by the International Association of Display Men seems to be a favorite hobby of Oscar F. Ryan, the clever display manager for the Anderson-Newcomb Company, Huntington, West Virginia. Competing with the country's leading show card writers Ryan was returned a winner at the New York convention in 1915, leading the field and capturing the gold medal. The following year when the annual gathering convened in Chicago this West Virginia artist again entered the best selection of cards and was awarded a beautiful silver loving cup. In 1917 at St. Louis, Mo., Mr. Ryan was the winner of the silver medal, the second prize. Being first prize winner on two occasions and runner-up on one, in three starts, is a record of extreme merit when one considers the class of competition characteristic of all I. A. D. M. contests.

Roll Call

of White Truck Fleets In Actual Service



THERE are now 2,774 White Fleets in active service, totaling 33,139 White Trucks, exclusive of all single truck installations. These fleets have steadily grown to their present size through repeat orders from owners who demand unflinching truck performance and who base their purchases on carefully kept cost records.

The following is a list of Department Stores which operate ten or more White Trucks

Abraham & Straus	10	Kaufmann Department Stores, Inc.	66
J. N. Adam & Company	11	Lit Brothers	27
B. Altman & Company.	93	Henry C. Lytton & Sons (The Hub)	12
Associated Dry Goods Corporation	88	McCreery & Company	15
The Bailey Company	20	G. M. McKelvey Company	18
Bloomingdale Brothers	20	R. H. Macy & Company	15
Boggs & Buhl, Inc.	23	Mandel Brothers	17
Bry-Block Mercantile Company	12	The May Company	27
T. Eaton Company, Ltd.	20	Oppenheim, Collins & Company	30
Frederick & Nelson, Inc.	18	H. and S. Pogue Company	12
A. W. Gamage, Ltd.	14	The Rosenbaum Company	40
Gimbel Brothers	69	Saks & Company	10
J. Goldsmith & Sons Company	12	Franklin Simon & Company	17
Halle Brothers Company	13	Stern Brothers	22
The Higbee Company	12	Strawbridge & Clothier	15
Hochschild, Kohn & Company	12	John Wanamaker	37
Joseph Horne Company	42	Raphael Weill & Company	12
J. L. Hudson Company	20	R. H. White Company	13
Jones Store Company	17	Woodward & Lothrop, Inc.	14
Kaufmann & Baer Company	60		

A copy of the complete Roll Call will be sent to anyone upon request

THE WHITE COMPANY
CLEVELAND

In addition to his ability as a show card writer, Mr. Ryan is recognized as being unusually efficient in the art of displaying merchandise and his work has repeatedly been praised by the country's leading authorities on window display. Ryan is a product of the Koester School, Chicago, having received his first training there several years ago. His first practical experience was confined to a specialty shop in Huntington, W. Va., where he handled women's ready-to-wear.



OSCAR F. RYAN.

After several years in this capacity Mr. Ryan was proffered a lucrative position with the Anderson-Newcomb Company which he accepted and has been with this house since that time. In addition to his duties as display manager and show card writer, Mr. Ryan prepares the newspaper advertising copy for his store. He is a native of Kentucky, is married and has two children.

Mr. Ryan is an enthusiastic member of the I. A. D. M. and strongly urges all display men to become associated with this big, helpful organization. "Huntington," says Mr. Ryan, "is West Virginia's largest city—in spite of the noisy Charleston bunch," but goes on to say that he is a member of the Charleston Association of Display Men, and mighty proud of it. He will be among the dozen display men from West Virginia who will attend the I. A. D. M. convention in Chicago, July 14-17. Our old friend John E. Hancock will be in charge of the party.

ALBERT GREGORY, formerly display manager for David Jones, Ltd., Sidney, Australia, was a visitor to the Chicago office of *MERCHANTS RECORD AND SHOW WINDOW*, the early part of June. Mr. Gregory, the dean of Australia displaymen is to spend several months in this country.

For Our Advertisers

Schack's New Fall Flower Book

The "House of Schack" has always been famous for issuing remarkably interesting and instructive advertising matter, but their New Fall Flower Book and Supplement for 1919 is by far the best example of new and original decorative ideas for the merchant and displayman yet produced by the big concern.

The new Fall Flower Book contains 28 pages and cover illustrating all sorts of new and attractive suggestions for Autumn displays. This book, however, is not complete without a copy of the New Fall Supplement consisting of 22 pages and cover and illustrating over 200 new and original ideas in papier mache novelties, reed and wicker woven baskets, vases, lamps, decorated baskets and flowers. All of the Schack woven ware is manufactured in their own factory by workmen skilled in weaving craft.

The Schack designers have been very active this year in originating some very happy surprises which will interest every display man. All of these ideas are illustrated and described in the above two books.

A request addressed to the Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago, will bring these books to you, free.



Pittsburgh Window Reflectors

The attention of every merchant and display man is called to the advertisement of the Pittsburgh Reflector & Illuminating Company and to be found on another page of this issue. The merit of Pittsburgh Reflectors is well known and the many new designs recently added to the already extensive line of Pittsburgh products has been instrumental in taxing the capacity of the big plant to the limit. The efficiency, durability and economy of the Pittsburgh Reflectors have made them the choice of architects, electrical dealers and merchants.

The western sales office of this concern is managed by Frederick A. Watkins, who has as sales manager, George H. Lamberton, with offices at 565 West Washington Street, Chicago. During the past month the Chicago salesmen have installed Pittsburgh Reflectors in a number of Chicago's new stores, including the Central Drug Store, Grossman & Cohn, Pappas Fruit Store, James I. Lyons, W. Gerber and the new men's clothing store, The Joe Beeson Clothes Shop, at 19 E. Jackson Boulevard. All of the windows of this big store have been equipped with Pittsburgh Reflectors, the order having been placed after a severe competitive test.



Onli-Wa Fixture Company Expands

The great volume of business of which a big portion consists of new accounts, has made necessary the taking over of an additional 5,000 feet of floor space by the Onli-Wa Fixture Company, Dayton, Ohio. J. H. De Wesse, president of the Onli-Wa Fixture Company, states that this big increase in the business is due in no small measure to the rapid development of the wood display fixtures department, added not long ago. The company is now in a position to meet all demands in wood fixtures as well as being able to supply a complete line of metal work.

The Onli-Wa fixtures are extremely popular with display men all over the country, the quality of materials used, the workmanship and finish having the approval of thousands who have purchased at reasonable prices.

A new 48-page catalogue of practical display fixtures for every line of merchandise has just been issued and will be sent to display men on request. Address the Onli-Wa Fixture Company, Dayton, Ohio.

International Association of
Display Men

ATTENTION!!

Be sure to see our Exhibit for some real ideas in display valances at your Convention.

Our representative will tell you all you care to know about

Window Valances

One of our designers will be on the ground to draw up sketches to meet individual requirements and your own ideas executed for your particular needs.

Take advantage of this SERVICE!!

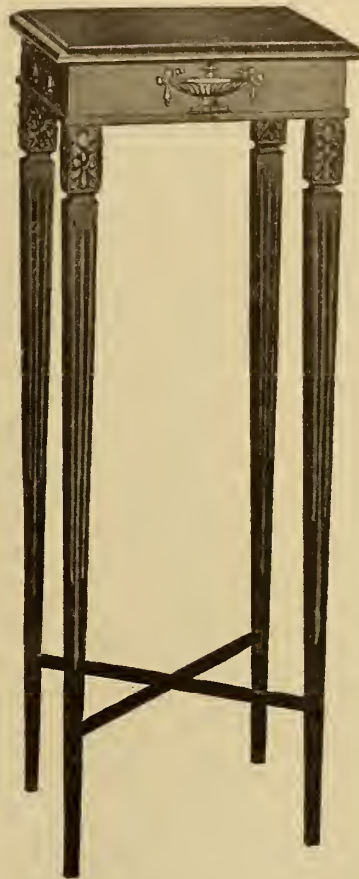
See Our Exhibit No. 33

THE L. A. KICHLER COMPANY

717 Lakeside Ave. CLEVELAND, OHIO

Practical Beauty

The ideal window display combines beauty with practicality. This result can be obtained only by the use of the proper decorative scheme throughout. Fixtures and backgrounds should not only be artistic in themselves, but they should harmonize one with the other. Our decorative ideas permit adaptation to any need.



The two Adam Style Display Tables illustrated are two models that have been particularly popular with dealers.

WRITE TODAY

For Catalog, "Show Window Backgrounds and Accessories." Artistically illustrated. Over 200 pictures.



The Decorators Supply Co.

2525 to 2545 Archer Ave.

Chicago

Card-Writing Contest

at the
Convention

at the Hotel Sherman,
Chicago, on July
14, 15, 16, and
17. Prizes
for the best
example of
card writing
and lettering
done with



**Esterbrook
Speed Pens**

*Write for
Information.*

**The Esterbrook
Pen Mfg. Co.**

90-100 Delaware Ave. Camden, N. J.

Esterbrook Pens

An Important Announcement

Merchants and display men generally, as well as all others connected directly or indirectly with the display fixtures industry, will read with considerable interest the announcement of the Barlow-Kimnet Co., which appears on another page in this issue. This firm has, within a comparatively short time, won an important place in the store equipment world and the new additions to their organization and plant indicates that their progress is to continue.

The Barlow-Kimnet Co. announces that Mr. William L'Eplattenier, former vice-president of the Kindlimann Form Co., and for twenty-five years the maker of this well-known form, is now affiliated with their concern.

Mr. L'Eplattenier brings with him his staff of expert papier mache workers and it is stated that the Barlow-Kimnet factory is the largest in America engaged exclusively in the manufacture of papier mache. New and modern manufacturing methods have been installed and it is stated that these will permit the making of forms that are perfectly uniform in every instance.

It is the object of this firm to obtain supremacy in the manufacture of papier mache, and the new factory is already in operation, and its offering the newest and most modern forms for the fall season. The new forms are known as the "Mannequin" product, and they will undoubtedly prove of unusual interest to every merchant and display man who uses forms.



A Popular Convention Figure

A FAMILIAR and important figure at all I. A. D. M. conventions is Carl F. Meier, formerly a display manager of national prominence, but now a representative of the sales force of The Adler-Jones Company. Carl has a host of friends in the profession acquired mostly through his progressiveness and goodfellowship.



CARL F. MEIER.

Mr. Meier started in the window decorating profession in La Porte, Ind., where he handled woodenware, glassware and variety goods. After a year in this store he was placed in charge of the windows of La Porte's largest department store. Seeking to broaden his knowledge in the display field he came to Chicago where he worked for two years before going to Richland Center, Wis.

In 1911, Mr. Meier assumed charge of the decorating

department of The Mode, Ltd., Boise, Idaho, in which place he was brought into daily association with J. Laud Hamilton, the "show card wizard." Being alert, young Meier absorbed much valuable knowledge in card writing from the expert Hamilton. His next position was with The Plymouth, St. Joseph, Mo., the store which afforded Meier's first opportunity to break into the men's wear phase of display work. This position he resigned to go to Simon & Landauer, Davenport, Ia., with which concern he remained three years before joining the instructors' force at the Koester School, Chicago.

In the fall of 1917 Mr. Meier was made a member of sales force of The Adler-Jones Company, covering the central west territory.

Carl writes that he will be on hand for the big Chicago meeting and further states that from his observations and conversations with display men, all convention attendance records will be smashed when the I. A. D. M. meets July 14-17.



Clinton E Smiley

Unlike Meier, Smiley was not a display man before his venturing into the field of salesmanship. Commercialism more than temperament prompted him into his chosen field. In 1907 Mr. Smiley was selling milk cans, and when the panic broke Smiley jumped into the corset industry, which experienced a boom at this particular time. He started with display printing and introduced various styles and means of attracting the eye through this medium. This work naturally brought him in close touch with the corset form. In a



C. E. SMILEY.

brief time his proven knowledge and ability in this line gained for him a big reputation and he was eventually made a partner of the firm of Jacob Kindeman, at that time the largest and only manufacturer in the United States making forms over moulds. Here again Mr. Smiley introduced many new features, chief among them being his flesh enamel, which is recognized as the best finish possible. Other novelties introduced by Mr. Smiley were waist forms with arms, men's coat forms with arms, washable cloth-covered fancy tops for forms and others.

When the Kindliman Form Company combined with J. R. Palmenberg's Sons and the Norwich Nickel & Brass Co., Mr. Smiley was elected to serve on the board of directors and was also made a member of the Executive Committee. He was assigned what is destined to become the most important position in the J. R. Palmenberg Sons, Inc., business, that of manager of the Western Sales Division.

BEAVER BOARD

FOR BETTER WALLS & CEILINGS



“You Can’t Expect Beaver Board Results Unless This Trademark is on the Back of the Board You Buy”

Everyone knows the Beaver Board result. You have seen it in the big ceilings of stores and auditoriums. You have seen it in partitions both stationary and movable. You have seen it in display rooms. As a window background it is a familiar sight in every business community. Doubtless you have had similar experiences yourself.

But to be sure of this result you must do more than ask for Beaver Board. You must be sure that this trademark appears on the back of every panel you buy. Then you can be sure of getting everything you may expect in the Beaver Board result.

Genuine Beaver Board is treated with the patented “Seo” process

which prevents warping and provides an ideal surface for painting and decorating. Genuine Beaver Board is built up into large flawless panels from the pure fibre of the white spruce. It is a lumber product through and through.

Ask your lumber or building material dealer for further information, or write us direct. Our Department of Design and Decoration will gladly offer suggestions for paneling and color decorations. We will gladly estimate the quantities you may require.

THE BEAVER BOARD COMPANIES
43 Beaver Road Buffalo, N. Y.

Branches in Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, San Francisco, Ottawa, Can., and London, Eng.

Manufacturers also of Beaver Greenboard and Beaver Blackboard

Distributors in principal cities. Dealers everywhere.



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.

Movements of Display Men

L. B. BURNS, recently engaged in the profession at Shreveport, Louisiana, is now in charge of the display department for Leopold & Shafer, Galveston, Texas.

I. J. BEST is now in charge of the decorating department for the Bilt-Well Boot Shop, Detroit, Michigan. He was formerly employed in Louisville, Kentucky.

F. W. OLTMANNS, formerly display manager for Browning, King & Company, Omaha, Nebraska, has resigned that position and opened a Display Service in the same city.

D. AVID P. SMITH, recently employed in the profession at Blackfoot, Idaho, is now in charge of the display department for The Davis Department Store, Burley, Idaho.

J. H. HAM, display manager for the Bertig Store Company, Blythville, Ark., has obtained a leave of absence from his duties, owing to illness, and is now recuperating at Newman, Ga.

R. W. PRIGGE, formerly in charge of the windows for the New England, Marshalltown, Ia., but more recently of the U. S. Army, has accepted the display manager's post at the Zahn Dry Goods Company, Racine, Wis.

W. L. STENSGAARD has received his honorable discharge after serving two years in Uncle Sam's army service and has gone back to his old post as display manager for the Laderer Clothing Co., Salina, Kansas.

H. OWARD WILLIAMS, formerly display manager for Oppenheim, Collins & Co., and Stewart & Co., both of Newark, N. J., but more recently in the U. S. navy is now in charge of the windows of the Rainbow Waist Co., Birmingham, Ala.

G. R. HAWLEY has accepted the display manager's post at Gilmer Bros., Winston-Salem, N. C. He was formerly with the Peoria Dry Goods Company, Peoria, Ill.

H. AROLD R. PENNING, display manager for the Walther Drug Company, Peru, Illinois, was in Chicago recently purchasing fixtures and decoratives for early Fall displays.

P. HILIP J. WESTLAND is back from France, where he served with the 308th Ammunition Train, and is now back on the job as display manager for The Hub, Steubenville, Ohio.

J. ACK DARLING, display manager for Thalheimer's, Richmond, Va., was in New York recently buying fixtures and general necessities for the early Fall displays.

G. EORGE L. FRANK has resigned as display manager for the J. S. Schramm Company, Burlington, Ia., and will soon locate in Council Bluffs, Ia.

P. AUL J. COLLINS, formerly assistant to display manager Leslie D. Slack, A. Livingston & Sons, Bloomington, Ill., has accepted position as display manager for Madigan Bros., West Madison street, Chicago.

R. ICHARD DOUGHERTY, formerly display manager for Orkins' specialty house, New York City, has resigned that position to accept a similar post with the John Lurie Co., Broadway and Circle, New York City.

J. OE HAMBURG is back in New York after eighteen months' service in the army in France and has gone back to his old position as assistant to Herman Dulz, display manager for Bloomingdale Bros.

F. ORREST M. RUNYAN has received his discharge from the U. S. Aircraft Service and announces that he has given up display work and has accepted a responsible position in the automobile business.

H. ENRY KAHN, formerly of Schutz's Cloak House, Evansville, Indiana, is now in charge of display department for the People's Store, Rock Island, Ill.

\$45.00

For this Elegant
Complete Back-
ground.



12 Feet Long, 7½
Feet High. Wall-
board and Lum-
ber Construction.
Scenery on
Muslin.

Series B-242

Elegant decorative backgrounds in Modern Art Designs that will assure you an effective opening display of character. You'll be assured excellent service and highest quality workmanship if your order is sent to us now. Our special exhibit will be on display in Room No. 1, also Booths 8 & 9, at I. A. D. M. Convention.

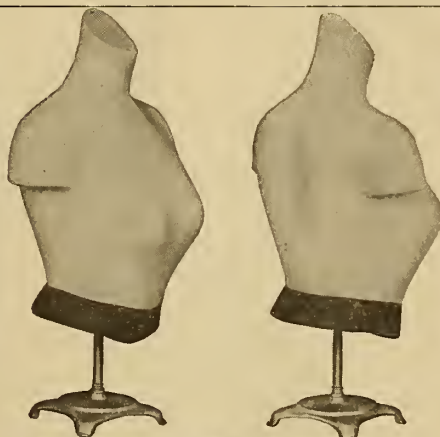
Folio of designs now ready to mail to bonified display men

THE MODERN ART STUDIOS

431 N. Clark Street

Creators of Window Backgrounds

Chicago



You Are Invited—

to visit our modern and beautiful new Display Room while attending the I. A. D. M. convention or at any other time you may be in Chicago.

You will find our show room well worth coming to see. It is conveniently located in the heart of the wholesale district and only a few blocks from the Convention Headquarters and other leading hotels.

Here you will find a splendid exhibit of good display fixtures in metal, wood, glass and papier mache, valances, velours, plushes, etc.

If it is impossible for you to visit our Display Room, the next best thing is to get our catalogs. You will find them interesting and instructive.

Catalog "E" shows Forms, Wax Figures, Metal Display Fixtures, Window Valances, Plushes, Etc.

Catalog "G" shows the most modern of Glass Fixtures.

Catalog "W" shows our handsome plain Wood Fixtures.

Catalog "P" shows our splendid Period line.

Write today for the catalogs in which you are interested.

We carry a big stock of valances, ready for quick delivery—Send for samples.

The Hecht Fixture Co.

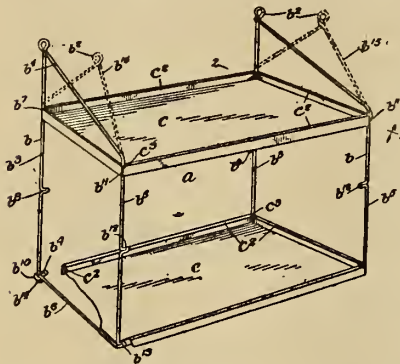
Office and Salesroom
Medinah Building

Wells St. and Jackson Blvd.
Chicago

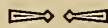
New Patents Issued

Shelf Support

1,284,235. ARVID F. CARLIN, New York, N. Y. Filed Mar. 21, 1918. Serial No. 223,684. Patented Nov. 12, 1918.



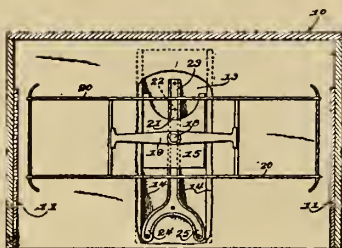
A shelf support of the class described, said support being composed of spring wire and comprising corner members provided with inwardly directed supporting lugs on which the shelves rest, said shelves being composed of sheet metal and provided with raised flanges which



Display Rack

1,284,685. WILLIAM T. HORMES, Govans, Md., assignor to Solomon Himmel, Baltimore, Md. Filed July 1, 1915. Serial No. 37,545. Patented November 12, 1918.

1. An improvement in display racks comprising a rotatable rack member, a reciprocable support therefor, a crank arm attached at one end to said rack member, a main guide extending parallel with the line of reciprocation of said support and engaging the free end of said crank arm, said



guide having a lateral branch curved in the arc of a circle of a radius corresponding with the length of said crank arm, the free end of the crank arm being movable into said branch during a one hundred and eighty degree rotation of the rack member, said branch having an abutment at its outer end to arrest travel of the free end of the crank arm at the completion of approximately ninety degrees of rotation of the rack member and so positioned that when force is applied to said rack member to continue said rotation, the free end of the crank arm becomes a traveling fulcrum co-operating with the branch to reciprocate the rack member in one direction, said crank arm and said branch at the completion of said one hundred and eighty degrees rotation.



Display Form

1,284,436. EMIL THEO. PALMENBERG, New York, N. Y., assignor to J. R. Palmenberg Sons, Inc., New York, N. Y., a Corporation of New York. Filed July 6, 1918. Serial No. 243,694. Patented Nov. 12, 1918.

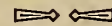
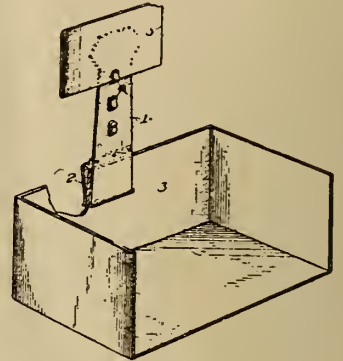


1. In a display form, a leg having a foot, and an adjusting member normally held in a retracted position in the said leg and adapted to be projected a desired distance at the under side of the heel of the foot to raise the heel relative to the toe of the foot.

Card Holding Device

1,285,890. CARL W. ANDERSON, Ishpeming, Mich. Filed September 11, 1916. Serial No. 119,361. Patented November 26, 1918.

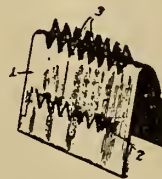
A card holder of the character described comprising a straight base strip made of resilient metal, said base strip being wider at the top to form a backing for a card, a second resilient metallic strip riveted to the lower portion of said base strip and extending parallel therewith, said two resilient strips at their extremity forming clamping jaws whereby the device may be attached to a plate or box, and card supporting clips punched at different heights throughout the available length of said first aforesaid strip for supporting cards.



Display Card

1,284,407. CATHERINE MARZAHN, Rochester, N. Y., assignor to Bastian Brothers Co., Rochester, N. Y., a Corporation. Filed Feb. 20, 1918. Serial No. 218,338. Patented Nov. 12, 1918.

A card for displaying bar pin articles comprising a sheet having a zigzag cut forming two series of similarly shaped tongues on opposite side of the cut, the tongues on one side of the cut projecting between the tongues on the other side, and the sheet being bendable at the opposite ends of the cut so as to separate the two series of tongues for the introduction or removal of the pin of the article.



Hoile Directs Store Opening

HARRY W. HOILE, the genial ex-president of the International Association of Display Men, is making a big name for himself in Johnstown, Pa., where he is in charge of the decorating department of M. Nathan & Bros. His displays are the source of much favorable comment, and in addition to directing the display work Mr. Hoile is manifesting his merchandising and executive ability to the advantage of his new employers.

Mr. Hoile recently had charge of opening the new Nathan store at Chambersburg, Pa., and a most successful inaugural is reported. Associated with Mr. Hoile in the display department, and deserving of unstinted praise is E. F. Walsh, scenic artist. Mr. Walsh has created a most favorable impression in his work at Nathan's, as he did in Wilkes-Barre, Pa., and Boston, where he was previously employed.

The ONLI-WA IS THE BEST WAY

New ideas for ladies' hosiery and shirt waist display. Made of the highest grade of materials, workmanship and finish, at most reasonable prices.



WILLIAM AND MARY
Curved Top Tee Stand
for Ladies' Wear.
No. 915MR. \$3.00 each.
18", 24" high.

WILLIAM AND MARY
Hosiery Stand.
18" high.
No. 928MR. \$3.50 each.

Send for our new 48-page catalogue of practical display fixtures for every line of merchandise.

The Onli-Wa Fixture Co.

Originators of Practical Display Fixtures.
DAYTON, OHIO

The Window That Draws the Crowd Is Where Merchandise Is Well Displayed



Ordering **Bragermade** fixtures insures quality of merchandise comparable with the highest grade of workmanship and finish.

We are in a position to make prompt deliveries, thus avoiding disappointment.

Allow us to mail you our latest illustrated price-list and folders—it will prove of interest.

B. BRAGER

(Established 1900)

84-90 Fifth Avenue, at 14th St.

NEW YORK



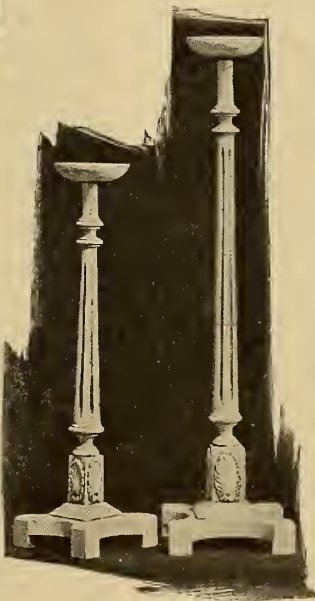
No. 2010



No. 2013—Pedestal

No. 2010
William and Mary DeLuxe Table. Has plate glass inlaid top permitting colored insert. Oval shape, 12-22 in. Tinted relief initial on each leg.
5 in. high... \$12.50
10 in. high... 14.50
15 in. high... 16.50

No. 2013
William and Mary Pedestal.
12 in. high... \$4.00
18 in. high... 4.50
24 in. high... 5.00
30 in. high... 5.50
36 in. high... 6.00



No. 2003 William and Mary DeLuxe Hat Stands, 12 to 30 in. \$3.50

Display Fixtures de Luxe

The remarkable popularity of Polay - Jennings Fixtures is taxing our factory to its capacity and we urge all prospective buyers to place their orders as early as possible.

Order your fixtures now for future delivery. If you delay until the last minute you will be disappointed. Send today for our latest catalogue showing the world's finest line of display fixtures.



No. D110 Shirt Waist Form. Washable enamel top. Stockinet trunk on William and Mary base. Each \$12.00

Our Fixtures are handsome in design, perfect in finish, practical in use and satisfactory in price.

POLAY-JENNINGS FIXTURE CO.

Manufacturers of the World's Finest Fixtures

1007-9-11 Blue Island Ave.

Chicago

Catch Phrases

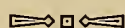
*Snappy Expressions For Show Cards and Advertisement Headings —
Some Are Original, Some Borrowed — All Are Short
and To The Point and Bound To
Attract Attention*



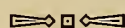
THE APPEAL OF THIS SILK LINGERIE
IS ALMOST IRRESISTIBLE
MOST EXQUISITE AND ALLURING



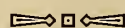
SELECT STYLES IN SUMMER BLOUSES
BEAUTIFUL ORIGINATIONS
ARTFUL IN CHARMING CONTRASTS



DRESSY VESTEES AND WAISTCOATS
GIVE THE ENLIVENING TOUCH
ACCESSORIES OF GREAT IMPORTANCE



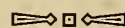
STYLES THAT ARE NEW AND DISTINCTIVE
DICTATED BY STRICTEST FASHION
SPECIALLY PRICED MODELS



FASHION'S LATEST FANCIES
THE KIND YOU WILL APPRECIATE
UNBOXED AT PRICES TO SUIT



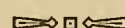
GOODS FROM A RELIABLE HOUSE
VALUES THAT ARE INCOMPARABLE
PRICES THAT ARE RIGHT



INNOVATIONS REVEALED
IN THESE NEW DRESSES FOR SUMMER
AT VALUES THAT WILL DELIGHT

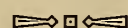


FOR THE AMBITIOUS BOY
SUITS DISTINCTIVELY TAILORED
ATTRACTIVE WEAVES—LONG-WEARING
STURDY AND STYLISH

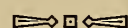


THE REASON FOR THIS SALE—TO SHARE
WITH OUR CUSTOMERS THE PLEAS-
URE IS OURS—THE OPPORTUNITY YOURS

GRACEFUL AND BECOMING
DRESSES FOR EVERY WOMEN—
OF A DISTINGUISHING CHARACTER



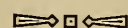
PRETTIER THAN EVER
THESE HATS FOR THE NEW SEASON
EXCLUSIVE DESIGNS—MODERATE PRICES



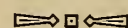
FINE SUMMER SHIRTS FOR MEN
PATTERNS THAT ARE SUPERB
PERFECT FIT AND BEST QUALITY



CHARMING NEW MODELS
EXTENSIVE IN COLOR RANGE
FOR THE MODEST POCKET-BOOK



THE STORE OF OPPORTUNITY
THE BEST OF EVERYTHING
AT THE BEST PRICES



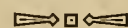
SUMMER EXPRESSED HERE IN
BEAUTIFUL REALITIES
A LABYRINTH OF STYLES



THIS IS A BUSY SPOT
WHERE BLOUSES ARE SOLD
WINSOME, AND WASHABLE



AN EFFECTIVE COMBINATION
GRACE AND PRACTICABILITY
SIMPLICITY AND FREEDOM OF LINE
IN THESE NEW COATS



FASHIONED IN MODES OF THE MOMENT
SKIRTS OF UNUSUAL SMARTNESS
FINELY TAILORED—UNUSUALLY PRICED

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.

Our Book of Trims will be of service to you.

Yours for the asking.



HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—323 W. Jackson Blvd.

"Perfect Stroke"

Brushes and Supplies

bring a smile of real contentment to the card writer's face.

Their well-balanced, even edge makes a straight, clear, clean-cut stroke the very first time—you save valuable minutes required by the retouching process.



Meet Me at the Chicago Convention

Hotel Sherman, July 14 to 17

Complete line of "Perfect Stroke" Brushes and Supplies on display and sale at Doty & Scrimgeour Sales Co., Inc., 80 Reade St., New York City.

Write for New No. 5 Catalog.

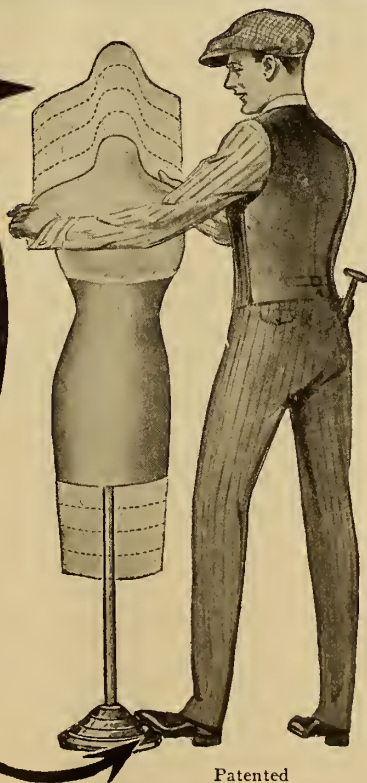


Bert L. Daily

Advertisers Bldg.,

Dayton, Ohio

Adjusted to any Height by Pressing this Button



Patented

The Newest Improvement on Forms to be shown at the DISPLAY CONVENTION

Sherman House, Chicago, July 14, 15, 16, 17

This Improvement is Shown EXCLUSIVELY On Superior Brass and Fixture Co. Forms.

This exclusive new feature is a button placed near the edge of the base of the form that when pressed permits one to adjust the form to any height by moving it up or down.

This does away with the annoying bother of unscrewing stubborn set screws or having them lost or worn out. Can now be had on any of our Wax Figures, Waist Forms, Papier Mache Forms and Dress-making Forms.

Special Convention Offer

We want every one in attendance at the convention to see the demonstration of this wonderfully improved form. Exhibited at our booth in the Convention Hall. As an introductory offer good during July we will sell the \$21.00 Form, newest body design, as shown in our illustration with natural flesh color bust, heavy plated base, equipped with "Press the Button" attachment....

\$15.00

See Our Complete Line at our Show Rooms

SUPERIOR BRASS AND FIXTURE CO.

316-318 W. Jackson Boul.

CHICAGO

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



The Most Attractive Displays of New Summer Dresses will greet those who come to our Apparel Shop tomorrow. Our assortments leave nothing to be desired in point of extensiveness or variety and the qualities taken in conjunction with the moderate prices determine the values as conspicuously fine. Dresses of organdy, voile, gingham, Georgette and Moonglo Crepe compose a large part of this attractive assemblage. All the newest models are represented. The range of patterns and colorings is practically unlimited. Prices range from \$7.50 to \$45.

New Arrivals Here Tomorrow in Women's Stylish Colonial Pumps at \$10—These are the fashionable and popular footwear creations that so many women have been awaiting—and when you see them you'll agree that they were worth waiting for.

Sale of Lingerie Blouses—Sheer dainty styles in plain and barred voiles and batistes. There are plain tailored models with high necks and low collars of pique. Pretty styles trimmed with laces, embroidery and tucks. Others are trimmed with colors in vestee effects and on collars and cuffs. The variety is quite large and many of these waists are under priced at \$1.39.

Sport Section—Sweaters and Bathing Suits—In the new Sport Section is assembled smart apparel for outdoor strolls, motoring, riding, tennis or golf. Sweaters which cover all the needs in silk or wool. They come in smart coat effects or in cunning slipovers. Swimming Dresses in Satin or Taffeta in smart styles and wonderful colorings. Priced \$25.00 to \$29.50.

Summer Furs, Newest Shapes, Highest Qualities—Furs have become established as a necessary part of a woman's Spring and Summer outfit—and this season, finds them smarter in style than ever, and made of the higher qualities of appropriate furs. We have never shown such good or such handsome ones—new and very attractive models—beautiful soft furs. Throws, scarfs and capes made of Scotch mole, Jap marten, white fox, Hudson seal, fisher raccoon. Priced \$19.95 to \$250.00.

A Little Sale of Tailored Suits, \$50—They are navy blue and tans, Poiret twills, tricotines and serges, including a few tweeds, all of fine and new styles. Some are plain tailored, some have belts, others are box coats, trimmed in wide silk braids. This is a special assortment taken from our regular stock, having sold previously for a great deal more.

Alluringly Artistic are the Ingenious Capes and Dolmans—Every fashionable woman and miss will desire to possess one of these graceful, practical wraps. They monopolize the vogue and sponsor color tones of vivid contrast. Capes of henna satin are lined with a brilliant Japanese blue and embroidered

with metal. Alsace blue chiffon velvet fashions a cape topped off by a soft squirrel collar. Indeed, blue is an ever-recurring tone. In capes and coats for utility wear the linings and collars carry the decorative note. Prices range \$49.50 up to \$350.00. Less expensive styles \$12.50 up to \$45.00.

Printed Voile Frocks in Summer Airiness—Models Originally Priced up to \$13.95—Special \$9.95. About 50 dainty frocks of cool, fresh voile have been selected from models of a higher price and grouped together for quick selling at \$9.95. There are all the popular summer shades of lavender, green, blue, pink, gray, tan and rose, printed in figures and dots.

The Greatest Sport of the Season is on! And bathing suits in which to most enjoy the sport are here. Here in the gayest, brightest colors, in the most attractive styles and in styles conservative too. The sketch just hints of the many, many styles of the season's suits. Wool jersey suits, \$7.50 to \$13.50. All-silk or fibre silk suits, \$13.50 to \$35. Satin and taffeta suits, \$8.50 to \$35. Beach Satin and Mohair suits, \$4 to \$7.50. Children's suits in 4 to 8 years sizes.

A Sale of Fine Waists—A Thousand Georgette, Organdy and Fine Net Waists—Priced at Less Than Their Actual Values. This is an important event to well-dressed women of thrift. June brings a larger demand for waists. Women, for almost all occasions, depend on them, which means the need for a varied supply. To meet that need we prepared for this sale. Choose at these three prices: \$5.00, \$7.50, \$10.00.

Studio Wash Print Silks, \$2.50 Yard. Summertime's newest silks. Guaranteed washable, dainty indeed for printed silks, and in the smartest of patterns and colorings. As washable as a handkerchief. Studio wash print silks will return from many a trip to soap and water as bright and crisp as they are now before having been cut from the piece.

A Story of Coolness in Three Breezes. Breeze No. 1. This sale of union suits which started Tuesday morning with 12,000 cool union suits is here able to fill your needs for the entire summer. Of course, the stocks are getting smaller as the days progress, but you should find your style and size. At \$1.20. Are knitted union suits in a varied assortment of styles. They are short sleeves and sleeveless and knee, three-quarters and ankle length. At 95c. Are cool mesh union suits and almost weightless madras and nainsook. In athletic styles. Sleeveless and knee length that men have long known.

Some Seasonable Suggestions! You will find a most unusual and artistic assortment of appropriate hangings and floor coverings ready to show you on our fourth floor—in fact, just the fiber or grass rub you need to carry out your scheme of decoration. In sultry weather the greatest comfort is found in having your porch well equipped with suitable shades.



Frankel's 7 Story Factory

is busy to capacity and then some!

"There's a Reason"—Merchants throughout the world appreciate "The Best" that can be produced in Metal and Wood Display Fixtures—Frankeline Forms and Wax Figures. We now have many orders for August deliveries, so if you want your goods on time **ORDER NOW.**

Established 1888



New York City



WE PROCLAIM ABSOLUTE LIBERTY

of Ideas in Getting Out
New Background Designs

with the Aid of Our New

Decorative Ornamental Units

Made of **PAPIER MACHE**; works like **BUILDING BLOCKS**; can be used **OVER AND OVER** again in making **NEW DESIGNS**. Write for our **NEW CATALOG** just off the press.

AMERICAN ART PAPER MACHE WORKS

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WALTERS' IDEAL POCKET HAMMER

For Display Men and Window Trimmers

Box
Opener

Screw
Driver

Also

Pin!

has

Tack

Screw

Nail
Puller!

Driver

and

**BOX OPENER
ATTACHMENT
ON THE END.
CAN BE
CARRIED IN
THE VEST
POCKET.**

Hundreds of ways
to use it in the
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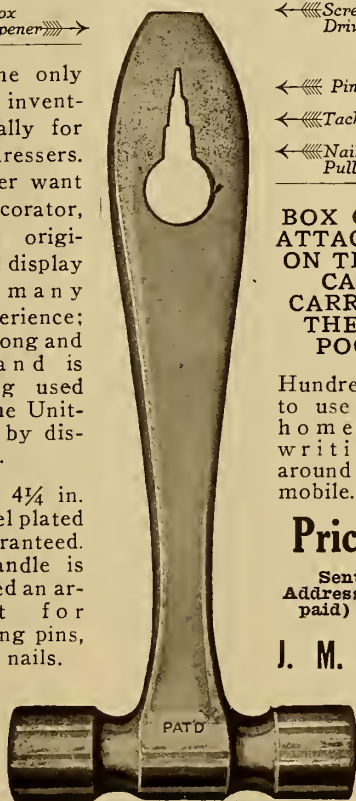
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**EXACT
SIZE**



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WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a **FREE** New Catalogue

Polay Fixture Service, Inc.

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CHICAGO, ILL.



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While attending I. A. D. M. Convention or whenever you are in Chicago. I specialize in high-class Paintings for Window Back-grounds, Screens, Panels, Etc.

H. KRATZNER 21 E. Van Buren St.
CHICAGO

BRADFORD-CHICAGO

Guaranteed Fixtures and No Back Talk

Show your separate skirts

This stand is designed for the especial purpose of displaying separate skirts and petticoats. The spring top holds waist band securely and shows garment to its best advantage.

Base—6½ inches diameter.

Standard—½-inch diameter.

Telescope—¾-inch diameter.

Height—24 inches.

Extensible—To 45 inches.

No. 319. Price, each...\$3.00 net

Furnished in
Nickel,
Ox. Copper,
Monumental
Bronze or
Dull Brass.
State finish
wanted when
ordering.



No. 319



No. 319
Dressed

Bradford-Chicago Display Fixtures

Are guaranteed fixtures and are built to last a business lifetime.

If you haven't received it, send for our new catalogue, illustrating handy and clever devices especially adapted to YOUR needs.

I. L. BRADFORD & CO.

Medinah Bldg.
178 W. Jackson, CHICAGO

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit \$5 00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BAD ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials



Hymanics for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers

Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.

Klee "De Luxe" Fixtures



No. 9



No. 308



No. 10

More Attractive Displays

can be made with The "Klee De Lux" line of fixtures than with ordinary display fixtures. The units shown above, used with higher plateau and pedestals shown in catalog, make window trims more profitable.

ORNAMENTAL FINISHES

Gold Antique, Silver White Ivory—French Grey and Black Relief—White Ivory and Gold Relief—French Grey and White Relief—French Grey and Ivory Relief

No. 9. 8", 12", 18" 24" high; 6" base, 6 1/2" x 10 3/4" top...\$2.00	No. 308. 8" high, 5 1/2" base, 5 1/2" top...\$2.00	No. 10. 4" high, (back), 7x11" top\$2.00
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Klee Display Fixture Co.
ROCHESTER, NEW YORK

I saw it in the July "Merchants Record"—Page 68

FELDMAN'S HUMANIZED WAX FIGURES

BEAUTY

CHARM

GRACE

DISTINCTION



Every Feldman wax figure has a dainty and winning personality distinctively its own. Every Feldman head has real character.

The skillful care in the modeling of every feature and the artistic workmanship applied in the finish, give these figures a charm and expression that represents the height of the sculptor's art.

May we send you our complete catalog, showing our full line of wax figures, papier mache forms and display figures in metal and wood.

You will find our prices and service as satisfactory as our figures.

Write Today for Our Catalog—You Will Find It Worth While.

Feldman Fixture Co., 22-26 W. 30th St., New York

Floral Decorations That Win Trade

"Nature's Rival" floral decorations have won an enviable reputation among discriminating display men. They are uniformly satisfactory in quality, appearance and price.

A full line of these high class decorations will be on display at the I. A. D. M. convention in Chicago, July 14-17.

It will pay you to attend the convention and compare our goods and prices with others before selecting your fall decorations.

If you cannot attend the convention, we will send you samples or have a representative call. Write us.

E. C. DIETZ

Successor to Wm. Buhrig Co.
Established 1899

219 E. 34th St.

New York City



Imitation

Wood Grain Papers
For Show Window
Backgrounds.

Cover Design of This Issue

of Merchants Record and Show Window can be worked out most effectively and economically with the use of our wood grain papers and ONYX papers.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

ONYX paper is a favorite with leading displaymen who keep it on hand constantly.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK

PRICE TICKET OUTFIT No. 2.

For Shoe, Millinery, Hat, Clothing, Tailoring, Jewelry, Drug Stores
or Any Line of Business.

Complete! Ready for Use! Write Now

No Strings To This Offer

You Can Get Your Entire \$29.50 Back In 5 Days If You Are Not Satisfied

The Outfit will last a Lifetime and Earn its Cost "The First Month" in Any Store. It Letters better Tickets better and faster than Any Cardwriter. Duplicates Hand Lettering. A Boy or Girl Can Do It.

Send For Samples and Descriptive Matter

HAND-STYLE TYPE CO.

PITTSBURGH, PA.

\$ **29.50**

*DISPLAY Men and Merchants
attending the twenty-second
annual convention of the I. A. D. M.
are cordially invited to visit our
show rooms.*

Schmidt Display Studio
Historical and Modern Wax Figures
920-922 North Clark Street, Chicago



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Valances, Panels and Drape Shades
The artistry of a large staff of experts in window decoration
has made the NA-DE-CO line standard
Write for Catalogue R and sample plushes

NATIONAL DECORATIVE CO., Inc.

*Designers and Manufacturers
Valances, Panels and Drape Shades, Plushes
Write for Sample Plushes.*

Main Office: 534 Federal St.

CAMDEN, N. J.

S. M. MELZER CO.

Manufacturers of

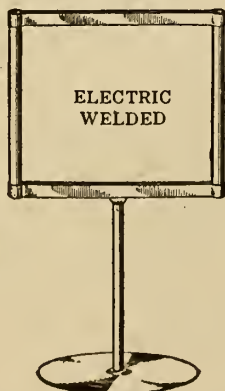
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Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.



ELECTRIC
WELDED

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Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jan" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Make Your
Windows Look Cool
and Inviting

Use D. & S. Decorations

Our Up-to-Date Line of Papers,
Flowers and Novelties Is
Your Life Saver

Send for Catalogues
Fall Line of Booklets Will Soon
Be Ready

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



Use

PAASCHE Famous 3-in-1 AIR BRUSHES

Absolutely Best for Most
Attractive

Show Cards, Signs and Win-
dow Backgrounds

Made in all sizes
for all kinds of
work

**MOST
EFFICIENT
DURABLE
SPEEDIEST**

Paasche Air Brush Co.

Write Today for New Catalog

1229 Washington Blvd. CHICAGO

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

Advertisements printed in this department will yield results that warrant its regular use.

WANTED—Good Window Trimmer and Card Writer in a live Wisconsin city of 20,000. Address J., care MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

WANTED—Window Trimmer and Card Writer. A good position for a young man who can meet our requirements. Department store, city near New York. Address Box 354, care MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

AT LAST! "WINDOW SHOES" FOR DISPLAY MEN—Save the merchandise. Keep your window floors spotlessly clean. Efficiency demands them. Strongly made, soft, durable, slips over shoe. Order by shoe size. 75c a pair, 3 pair for \$2.00. Per dozen pairs \$7.00, money, thrift or postage stamps. Address Roy H. Heimbach, 1007 Monroe Ave., Scranton, Pa.

WINDOW TRIMMERS AND WAX ARTISTS—Try our ready-to-fit eyelashes for wax figures. Same as used by leading wax figure manufacturers. Correctly shaped. Made of finest French stock. Any person can fit them in place. Full directions with each order. Sample set, 50c. Six sets, \$2.50. Twelve sets, \$4.50. Catalog free. Agents wanted. Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa.

WANTED AT ONCE—Thoroughly experienced and competent Window Dresser and Card Writer for large housefurnishings store specializing in chinaware, glassware, silverware and kitchen utensils. Must be able to design and trim strictly up-to-date selling windows. Services to be divided between two stores in Salt Lake City and Ogden, Utah. To the right man we will pay a good salary. Must be reliable, up-to-date, not over 35 years of age. Write us at once, submitting samples of card work, photos of windows and give references. Address Callaway, Hook & Francis Co., 66 Main St., Salt Lake City, Utah.

ATTENTION, SIGN PAINTERS AND DISPLAY MEN—These valuable trade secrets will yield you big returns. Full instructions and all formulas. How to make Plaster Paris and Papier Mache Ornaments, Patriotic Shields and hundreds of Rich designs, Show Window decorations, Interior designs and Garden ornaments, Scroll designing, Rich moulding, Sign and Panel ornaments, Gelatine Moulds both rigid and elastic for casting. How to make the Original models from which casts are made. Modeling papier mache. Making life size papier mache figures, how to make artificial marble, onyx, sanitary flooring, Italian marble, tile, composition for dolls. Taking a cast from life. How to copy ornaments. Mixing wood stains. Coloring in ivory and antique. How to transfer illustrations from newspapers and magazines onto show cards. Cleaning and retouching wax figures, etc. Full instructions and all formulas. Large instruction book, illustrated embracing 39 complete subjects, including many valuable trade secrets and formulas. Also supply of materials for making moulds and casting designs. Also materials for retouching wax figures. All complete. Price \$1.50. Address The Irabar Co., Harrisburg, Pa.

ARE YOU THE MAN? Ohio's largest exclusive Clothier window and show card man—one accustomed to putting in REAL clothing windows. Store at present has the reputation of having one of the best clothing trims in the country and this high standard must be maintained. After remodeling is completed Sept. 1st, we will have a battery of 23 windows, all done in the very best. Do not answer this unless you are confident that you're the man and are capable of earning a good salary. Send samples of work (windows and cards) with inquiry. Address, Box 355, care Merchants Record and Show Window, 431 S. Dearborn St., Chicago, Ill.

Our Catalog of Card Writing Supplies with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-29 SO. CLARK STREET CHICAGO, LL.

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Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

LEARN TO PAINT SHOW CARDS

Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have card writers. We constantly receive more requests for show card writers than we can supply.

EARN \$22.00 TO \$48.00 WEEKLY
Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature. **FREE** outfit offer, testimonials, etc. A Postcard will do. Don't delay. Act quickly.

Address: **Detroit School of Lettering**
DETROIT Established 1899 **MICH.**
Oldest and largest school of its kind in the world.



STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK

By FRANK FARRINGTON

A Companion book to **Retail Advertising Complete**
\$1.00 POSTPAID

"Store Management—Complete" tells all about the management of a store so that not only the greatest sales but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be to hold trade. The money-back plan. Taking back goods. Meeting cut rates. Selling remnants. Delivering goods. Substitution. Handling telephone calls. Rebating railroad fare. Courtesy to customers.

ABSOLUTELY NEW

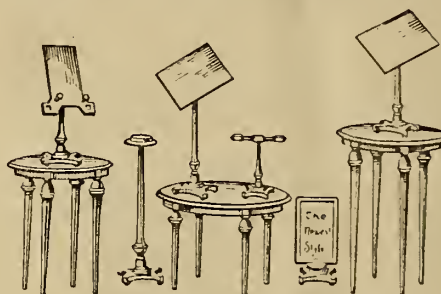
JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW

Book Department. 431 So. Dearborn St., CHICAGO

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co. 3748 West Cincinnati, Ohio,
Fourth St. U. S. A.

Victory and Peace Pageants Street Decorations

Let us handle your celebration. We are general contractors for all kinds of street and parade decorations and are equipped to furnish and install—
Arches

Courts of Honor

Papier Mache Groups

Statuary of All Kinds

Flag Work

Float Decorations

Window Decorations

Building Decorations

Special Decorations

We built the feature section (Gas Defense or Chemical Warfare) of the great Victory Liberty Loan Parade held in New York May 3. This was the largest float parade ever staged.

We handled the feature decorations of the great patriotic July 4th parade held in New York last year.

We designed and decorated the floats for the K. of C. war work parade held in Coney Island, August 11, 1918.

We have handled successfully a large number of other parades in various parts of the country and we can take care of any parade, pageant or decorations to your entire satisfaction.

STOCK DECORATIONS

Write for our prices on special Papier Mache decoration, Shields, Emblems, Patriotic and Victory Groups, Statuary, Etc.

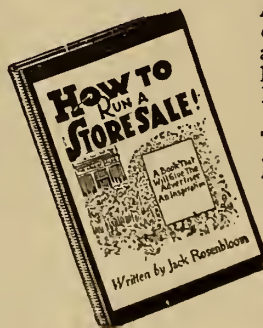
MESSMORE-VOLLMAN CO.

STUDIOS

511 Seventh Avenue

NEW YORK

HOW TO RUN A STORE SALE!



A book based on years of experience, gained by the author in his association with live wire retail stores—
FACTS, NOT THEORIES.

**The Book Proves That
Every Store Sale Should
Be a Success**

Learn how to run a store sale properly, from arranging the details and enticing the employees, to how to write the big "ad" so that it will pull the business. A book that will give you the knowledge you want.

DON'T GIVE PROFITS AWAY

Don't use up your energy—get on the right track and every sale you hold will be a success. Some advertisers write us like this: "Worth its weight in gold," "Glad I bought it," "Every merchant and advertising man should have a copy." Printed on eggshell paper in clear, readable type, illustrated, and has two-color cloth and board cover. Send prepaid for \$1.50.

Send Us Your Order Now

ADDRESS

The Merchants Record Co.

431 S. Dearborn St., Chicago, Ill.

**Price
\$1.50**

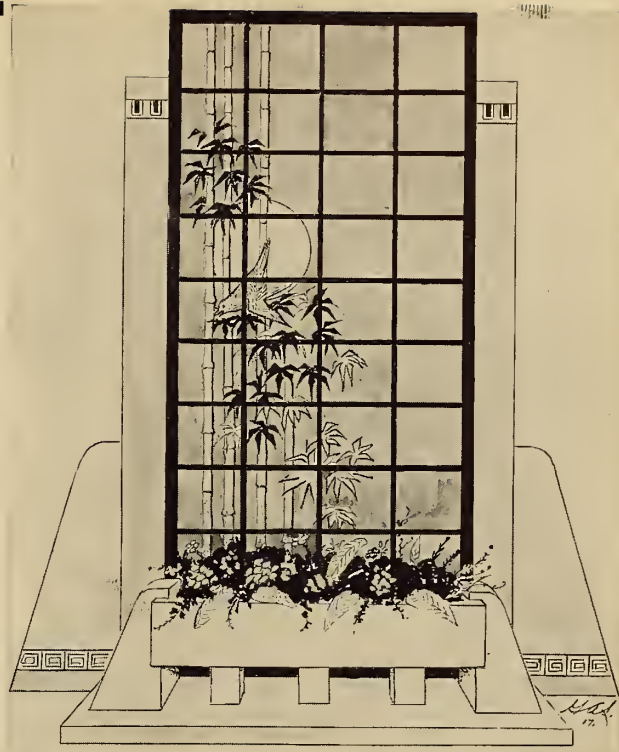
COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA



More Sales through your Window Displays

No matter what care is exercised and how attractive your displays are, their *value* is lost through an inattractive store front and they are passed unnoticed.

You are ignoring the business that is passing your *door* if you continue to allow your store front to detract from your displays.

Kawneer STORE FRONT

attract passersby to your store and *create* a *desire* for your merchandise.

They are designed after a study of your

individual store conditions and constructed of materials that resist corrosion, thus reducing depreciation to a minimum.

Investigate Kawneer Store Fronts today. Send for "Book of Designs"—a valuable book every merchant interested in better window advertising should have.

Kawneer Manufacturing Co.
1302 FRONT STREET NILES, MICH.



BEAUTY and utility characterize these Louis XVI display fixtures. Made of genuine American Walnut in natural finish with hand carved fluting and ornaments in antique gold, they harmonize perfectly with all classes of merchandise.

Write for particulars.

Complete showing of latest developments in Display Equipment at I. A. D. M. convention, Sherman Hotel, Chicago, July 14th to 17th inclusive.

Curtis-Leger Fixture Co.
237 West Jackson Blvd.
Chicago, U. S. A.

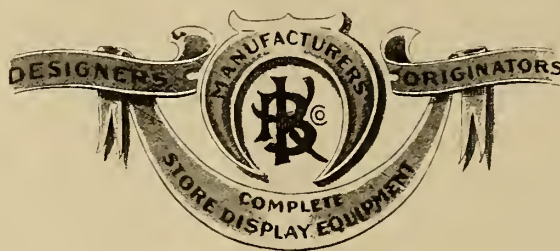


*Merchants Record
and Show Window
August 1919*



J.C. BODINE.

Official Report of the I. A. D. M. Convention in this Issue



OPINIONS OF CRITICS



Hundreds of the leading Display Managers who attended the Chicago Convention were enthusiastic in their praise and approval of our **Mannequin Products**.

The opinions of these critics prove beyond the shadow of a doubt the high standard of this wonderful line.

Our additional plant, which greatly increases our capacity, is supervised by our Mr. L'Eplattenier, former manufacturer of the "Kindlimann Form" and has solved the problem for all merchants who desire the finest in display forms.



THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Factories

Holyoke, Mass.

525-531 East 15th Street
NEW YORK

Rochester, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLV

NUMBER 2

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W. T. GEISSINGER
PATENTEE AND
MANUFACTURER
82 SIXTEENTH AVE.
LONG ISLAND CITY, N. Y.

"ONE FACT IS WORTH A THOUSAND ARGUMENTS"

PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER ALPHABET

PATENTED
JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

**MADE IN
U. S. A.**

**NEW YORKS' LATEST SUCCESS
IN SHOW CARD PRINTING OUTFITS**

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"



MAKE BUYERS OUT OF PASSERSBY

When buying fixtures it will pay you to obtain the latest in designs—up-to-the-minute fixtures.

Hugh Lyons fixtures lead—set the pace in the window display world—because they are differently better. They make individuality possible

in window displays. They are built by men who know how to make buyers out of passersby.

Let us send you a complete set of our catalogs, showing our Chippendale, William and Mary, Queen Anne and Adam designs.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.



Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

Panama-Pacific Exposition, San Francisco, 1915, Hors Concours

In order to obtain perfect wax figures, see that my signature is stamped in the wax.

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

L. Baumann & Co.

FLOWERS

General comment at Display Men's Convention: "That our line was the largest and best display shown."

You cannot get the designs and colorings any other place.

We have stock and can supply you on short notice.

Our prices are right.

Our new catalog showing flowers and new art panels just off the press. Write for it.

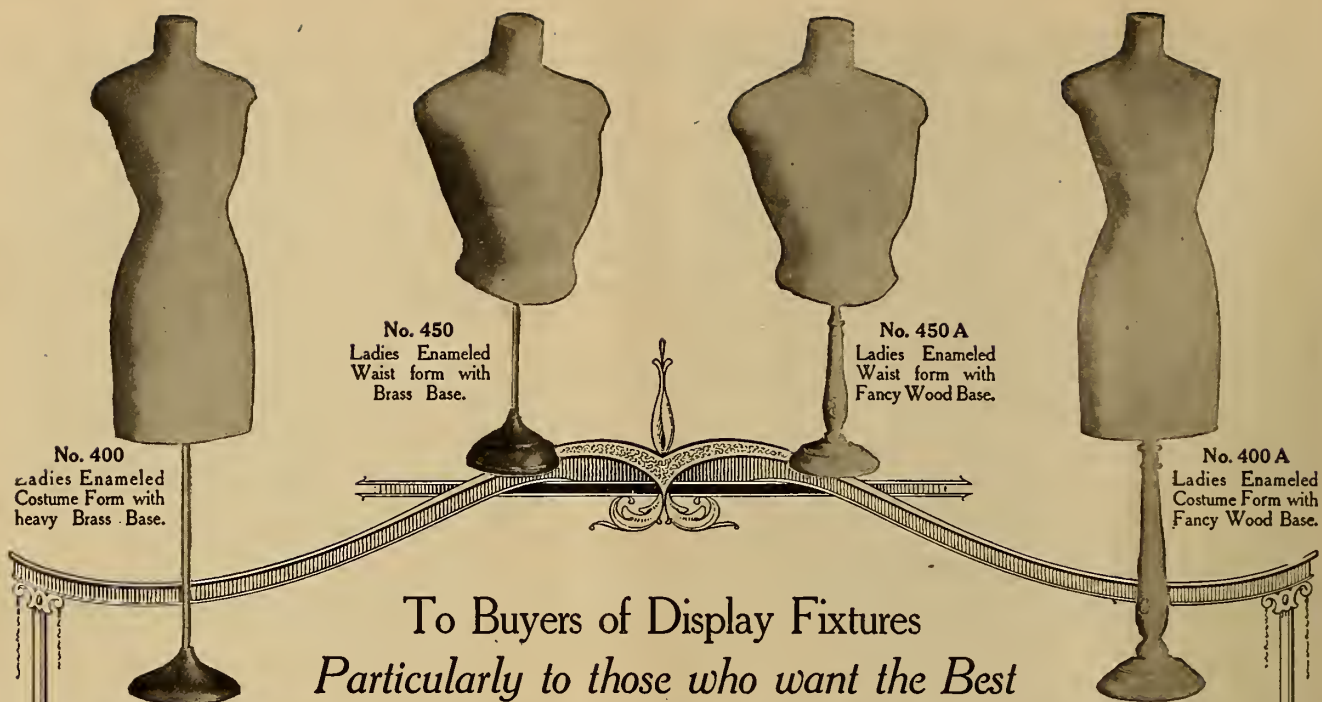
ORDER EARLY

ORDER NOW

VISIT OUR DISPLAY ROOM

L. Baumann & Co.

Leading Importer & Manufacturer
357-359 W. Chicago Ave., CHICAGO, ILL.



To Buyers of Display Fixtures
Particularly to those who want the Best

Quality Display Fixtures

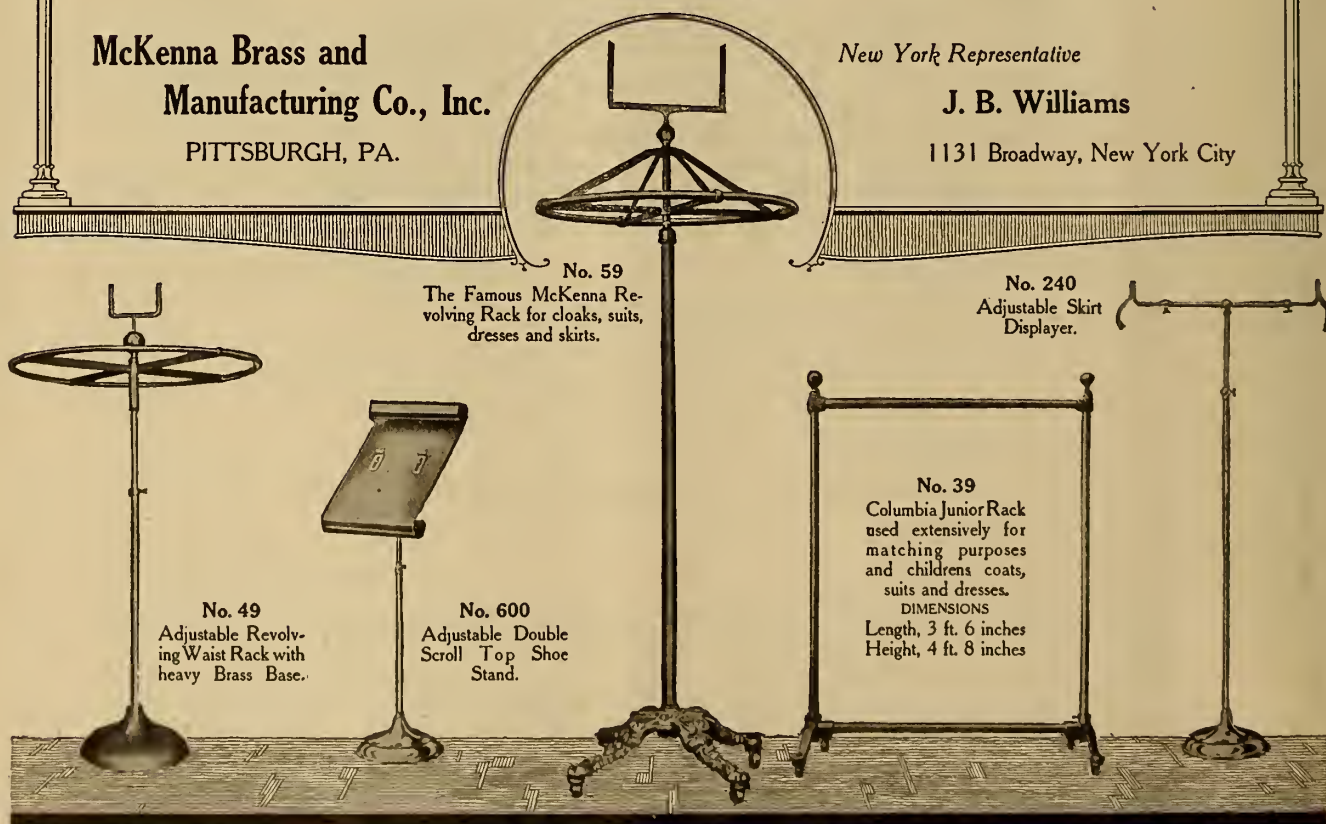
Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

Write for Descriptive Catalogues and Prices

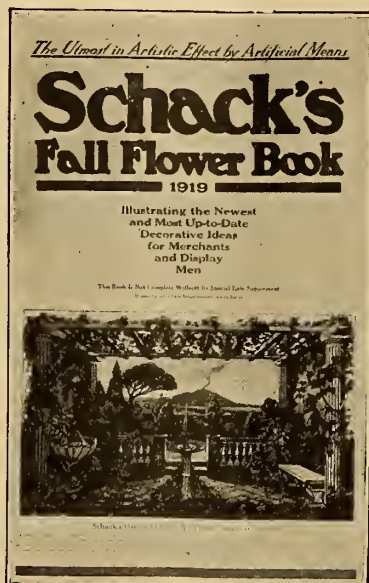
**McKenna Brass and
Manufacturing Co., Inc.**
PITTSBURGH, PA.

New York Representative

J. B. Williams
1131 Broadway, New York City



Get Schack's New Fall Flower Book and Supplement at Once



ORDER EARLY OR BE DISAPPOINTED

This announcement is published for the second time as a warning to all merchants and display men who have not yet ordered their Fall Decorations to do so as soon as possible.

It's going to be a mighty busy season this year and already an avalanche of orders is pouring in upon us.

We have better facilities than ever before for taking care of a great volume of business, but even at that we will be taxed to the limit—so don't take a chance of a last minute order but get it in as early as possible.

Our New Fall Flower Book and Supplement

are now out—if you have not received your copies of these two wonderful books, send for them now; they are Free for the asking.

These two big books illustrate and describe hundreds of new and original decorative ideas and suggestions. Study these books; plan your decorations now; then send us your order at the earliest possible moment.

Once Again—Get Your Orders in Early

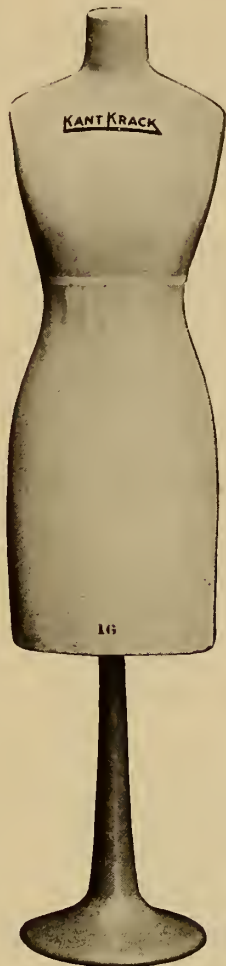
You cannot afford to be disappointed as to your fall decorations; get them into your store at once, so the worry will all be over. Don't take a chance, but order early.

Get Our New Fall Flower Book and Supplement at Once. Both are Free for the Asking

Schack Artificial Flower Co.

1739-41 Milwaukee Ave.

Chicago, Ill.



No. 812

"KANTKRACK" COSTUME FORM

Made in sizes 16-36, adjustable on cone shaped wooden base.

Price \$14.50

Half enamel to waist line, balance of form white jersey covered



"KANTKRACK" Enamel Display Forms ARE UNDENIABLE—

Correct in Shape, Make and Price

The now-a-day garments demand display forms of narrow shoulders low bust and large waist lines.

We have them, they are just out of the moulds ready for you. Besides, we are mounting these forms on wooden "cone-shaped" bases, new, novel and effective.

These bases are made of select kiln dried lumber, finished in ivory, French Grey, white enamel, oak, mahogany or imitation Circassian walnut.

Please Note WHEN ORDERING, KINDLY MENTION FINISH DESIRED ON WOOD PARTS.



812 BROADWAY

Originators

and Sole Makers

"KANTKRACK"
Enamel Display
Forms

COMPLETE YOUR SHOW WINDOWS WITH PEDESTALS, GOWN AND WAIST STANDS TO MATCH THE FORMS

PEDESTALS, EXTRA HEAVY AND FINELY FINISHED

Sizes	12.....	\$2.50 Each
"	18.....	3.00 Each
"	24.....	3.50 Each
"	30.....	4.00 Each
"	36.....	4.50 Each

GOWN AND SHIRT- WAIST STANDS, EN- TIREDLY NEW

Gown stand....	\$5.50 Each
(60" High)	
Waist stand....	\$4.00 Each
(27" High)	

COMPLETE CATALOGS OF METAL DIS-
PLAY FIXTURES, FORMS AND WAX
→ FIGURES MAILED UPON REQUEST ←



No. 813

"KANTKRACK" WAIST FORM

Made in sizes 16-36, adjustable on cone shaped wooden bases; full enamel with girdle.

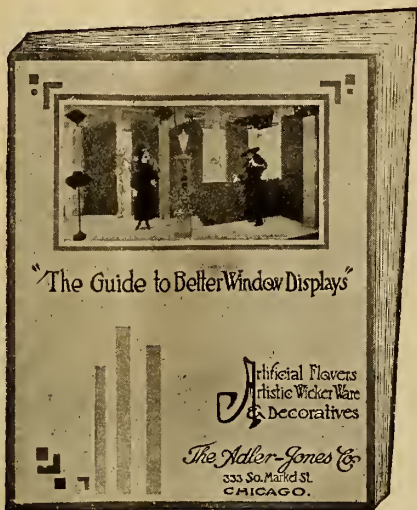
\$9.50 Each

If enamel to bust line balance white jersey

Price \$8.50



SEND FOR YOUR
FREE COPY TODAY



YOU will need this "Guide"
in preparing your windows
for Fall. Write for it at once.

"The Guide to Better Window Displays"

Should be in the hands of very
MERCHANT AND DISPLAY MANAGER

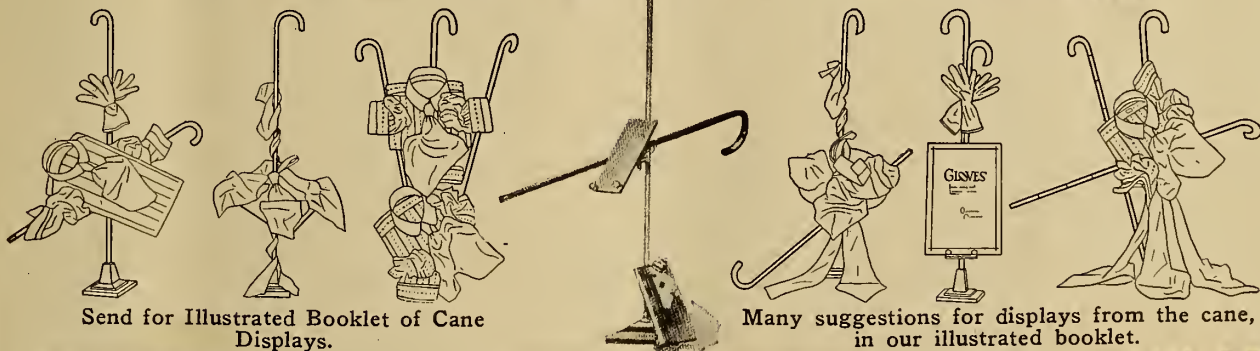
IT contains the season's newest and most attractive line of Artificial Flowers, Sprays, Baskets and Wicker Fixtures. Adler-Jones Products have been designed and created to make your windows attractive and to draw more trade to your store through business-winning displays.

YOU will find in the "Guide" many photographs of prize-winning windows and suggestions for improving your displays. The famous "Adler-Jones Service," designed to assist the Merchant and Display Manager to produce striking, original displays in the most effective and inexpensive manner, is also fully explained.

The Adler-Jones Co.
333 So. Market St. Chicago

LEON CANE ATTACHMENT

CREATES CLEVER DISPLAY UNITS FROM YOUR CANES.



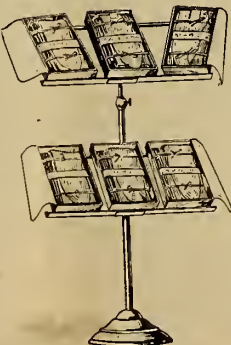
Send for Illustrated Booklet of Cane Displays.

Many suggestions for displays from the cane, in our illustrated booklet.

THE LEON T-STAND ATTACHMENT

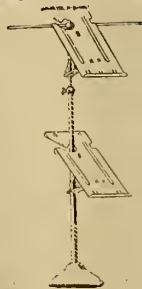
Multiplies the uses of Metal Display Fixtures 1,000 Times
Patent U.S. and Canada

Your T-Stand may be converted into a practical display stand for displaying boxed hosiery, handkerchiefs etc., by attaching the LEON ATTACHMENT.



THE LEON ATTACHMENT adjusts on any display fixture, or flat surface, "in a jiffy." There are no set-screws. Snaps on, stays on, wherever it is attached. Makes old fixtures up-to-date, and increases the display advantages of your new fixtures.

Write for Illustrated Booklet.



Thousands of Merchants and Display men are now using the LEON ATTACHMENTS and find them indispensable. GET OUR BOOK OF DISPLAYS. This booklet illustrates many sketches and photographs, a great number of interesting up-to-date displays of all lines of merchandise made on old and new fixtures.



The LEON ATTACHMENT attached to a T-Stand and cardboard circle used, creates an effective display stand for centerpieces, petticoats, etc.

Morris Leon Mfg. Co. 7119 No. Clark, Chicago

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work



Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs, Alterations or New Work

SALES-MAKING WINDOWS

Crowds of people outside your windows are interesting, but unless your display creates in them a desire to buy, and gets them **inside** the store, it is not a success!

Beautiful backgrounds, panel effects, etc., attract attention and make sales, when you use Cornell-Wood-Board for your window trim.

Exclusive fibre-sizing process, Super-sized both sides (patent applied for) enables us to guarantee it against warping, cracking or buckling.

Immense raw material resources and the best equipped and largest wall board factory in the world, under one roof, enable us to make board of absolute uniformity. That is why it saws and cuts easily and smoothly.

Ask your dealers to show you Cornell-Wood-Board, or write to us for Samples and full descriptive literature

Cornell Wood Products Co.

190 N. State Street
New York City
Atlanta

Dept. 138

Minneapolis
Los Angeles

Chicago
Denver
Dallas

Foreign Offices: Wellington, New Zealand; Melbourne, Australia;
Johannesburg, South Africa.

WINDOW DISPLAY MEN

You will find Cornell-Wood-Board unequaled for use, for

Backgrounds
Pedestals
Screens
Plateaus
Columns
Pilasters
Arches
Emblems

Bases
Scroll Work
Vases
Lattice Work
Window Furniture
Panels
Masonry Effects
Flooring

Signs
Mechanical Displays
Display Boards
Display Stands
Cut-Outs
Cornices
Window Dividers
Shelf Boxes

Shades
Walls
Ceilings
Flower Boxes
Flower Stands
Plaques
Medallions
Float Decorations

Decorations of Class



Our Beautiful Booth at the I. A. D. M. Convention

Our booth display made the best showing at the I. A. D. M. Convention in Chicago.

The artificial decorations and background in the new blue tones were wonderful. Display Men from small and large cities stated that our display was the best on the floor.

This special booth display gave the display men an idea how to use many decorations. Decorations come in the two-tone blue. Can also furnish decorations in red and yellow tints to harmonize with any background. Should you wish to know anything further, kindly let us hear from you.



No. 9578. New Star Flower Spray in blue, yellow, and red. Price, per dozen.....\$24.00

No. 5489. Rockets in blue, orange, yellow, purple, or any color to order. Price per dozen.....\$4.50
 No. 9580. Drooping Sedum Spray. Spray can be used in flower boxes, baskets, etc. Flowers come in blue, brown, etc. Size of spray 18x21 inches.
 Price, each\$ 1.50
 Per dozen 15.00
 No. 9530. Star Flower Stalk, 21 inches in height, in brown, blue, yellow and red. Price, per dozen..\$3.00
 No. 9566. Godetia Stalk, 64 inches in length, in blue, yellow, and red.
 Price, each\$ 1.00
 Per dozen 10.50
 Same as above 57 inches in length at \$9.00 per dozen.

No. 9574. Ricinus Spray, 62 inches in height, in blue, yellow, and red. Price, per dozen.....\$7.50

Above decorations are made of the finest cloth material

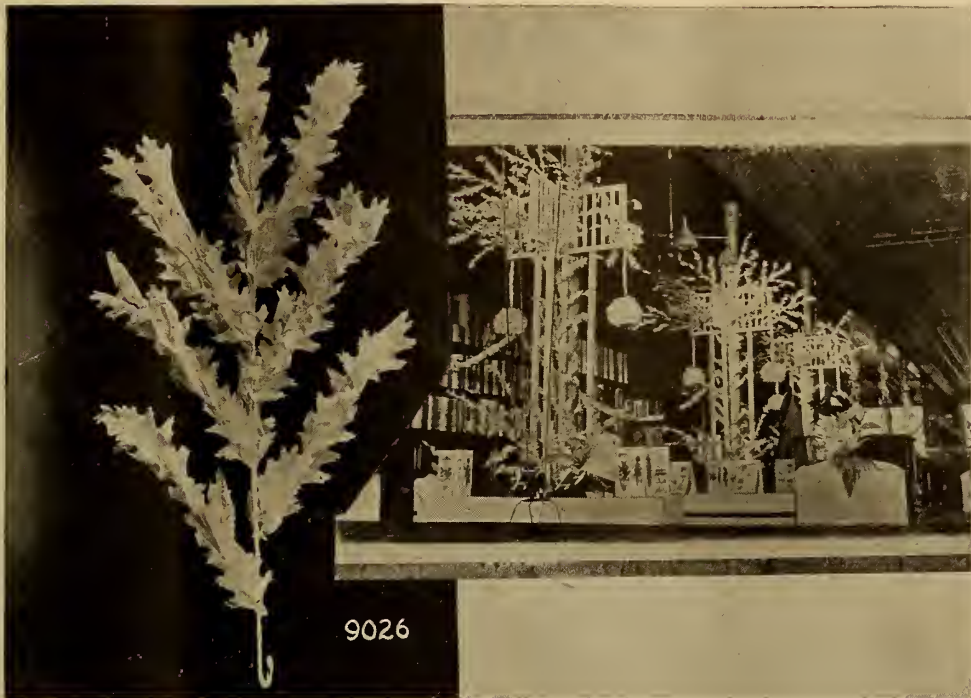
J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial
Flowers and Decorative Supplies

Danville

Illinois

Handsome Flowers at Little Prices



Our famous No. 9026 Tissue Oak Foliage in white, green, blue, yellow, red, brown, or any color to order. Size of spray 18x36 inches.
 Price, per dozen.....\$1.50 Per gross\$15.00



No. 1200. Mammoth Poppy Stalk in orange, yellow, brown, or any color to order. Size of stalk is 63 inches. Flower is sixteen inches in diameter.
 Price, per dozen...\$9.00

The biggest decoration for the least money is our high class paper line. You cannot make a mistake by ordering these numbers.



No. 493. Maple Spray in the new autumn shades. Size of spray 24x48 inches.
 Price, per dozen\$5.50

No. 3027. New Wistaria Vine with twelve leaves and three flowers. Flowers come in blue, yellow, lavender, purple, pink, etc.
 Price, per dozen.....\$ 2.00
 Per gross21.50

No. 2016. Chrystanthemum on 36-inch stem with five leaves. Flowers come in yellow, blue, orange, pink, white, red, or any color to order.
 Price, per dozen.....\$3.50
 Per gross36.00
 Can also furnish a rose on 36-inch stem with five leaves at the same price.

No. 2014. Chrysanthemum on 24-inch stem with four leaves. Flowers come in yellow, blue, orange, pink, white, red, or any color to order.
 Price, per dozen.....\$0.85
 Per gross9.00

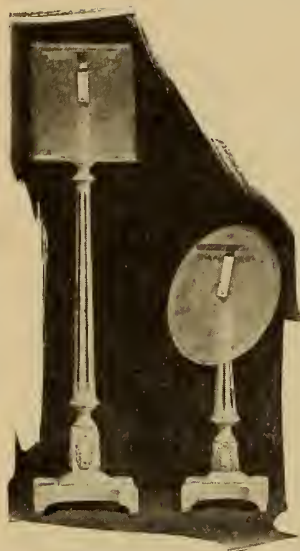


Write for our special fall catalogue at once.

J. F. GASTHOFF & CO.
 Leading Manufacturers of Artificial Flow-
 ers and Decorative Supplies

Danville, Illinois.

A Live Wire Fixture House



No. 2011 No. 2012
No. 2011 and 2012 Glass Top Shoe
Stands with square or oval beveled
plate glass tops.
No. 2011. 6 to 30 in.....\$4.75
No. 2012. 6 to 30 in..... 4.75

**Any Finish
Desired**

Practical designs to cover
all display ideas made up by
an expert display man.

Attractive, sure-shot trims
can easily and quickly be
made with this new William
and Mary de Luxe Line.

Get your order in early.



No. 2010

William and Mary DeLuxe Plateau. Has plate glass
inlaid top, permitting colored insert. Oval shape,
12x22 in. Tinted relief initial on each leg.

5 in. high.....\$12.50
10 in. high..... 14.50
15 in. high..... 16.50

We make a Complete Line of William and
Mary de Luxe Fixtures for showing all
lines of merchandise.

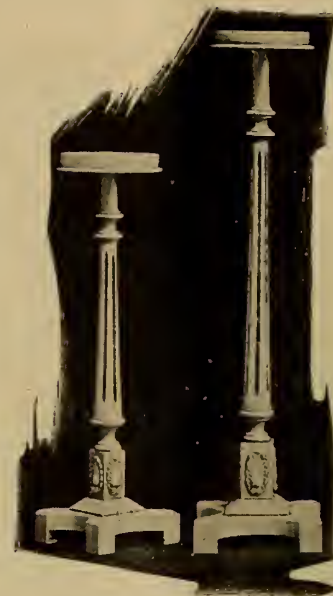
The fixtures
shown on this
page are only a
few items from
our big line of
William and
Mary DeLuxe
line. We have
many others
that are equally
attractive.



No. 2004 Oval Card Holder
Takes Card 7x11.....\$5.00

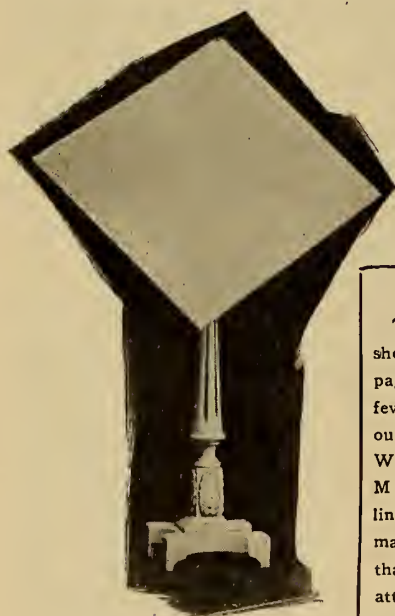
Make up your
order from this
page and send
it in at once.

Do not hold
up your order
until the last
minute or you
may be disap-
pointed.

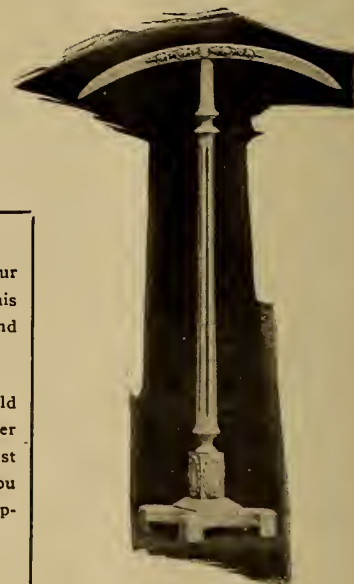


No. 2002 Collar Stands
12 in.\$3.50
18 in. 3.75
24 in. 4.00
30 in. 4.25
Hat Stands same sizes and prices.

**Send for Our
Big Catalog**



No. 2001 — William and Mary
de Luxe Shirt Stand. Height 24
in. \$4.00



No. 2016 Shirt Waist Stand.
18 in.\$4.00
24 in. 4.25
30 in. 4.50
36 in. 4.75

Our Fixtures are handsome in design, perfect in finish, practical in use and
satisfactory in price.

POLAY-JENNINGS FIXTURE CO.

Manufacturers of the World's Finest Fixtures

1007-9-11 Blue Island Ave.

Chicago

I saw it in the August "Merchants Record"—Page 12

Ezy-Bilt Window Board

Gives Better Results and Costs Less



For backgrounds, pilaster decorations, relief ornaments, cutouts and other ideas too numerous to publish, displaymen and merchants enthusiastically recommend

EZY-BILT Window Board

Because it is so easily constructed. No sawing, with the consequently rough edges—just your pocket knife is required.

Does not bend, buckle, warp or sag, therefore requires no expensive carpentering.

Its possibilities will surprise you. Clever ideas plus Ezy-Bilt will add new life to your displays.

Ezy-Bilt costs less than other boards and can be reversed and used over and over again. Its economy will surprise you.

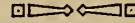
Special Introductory Offer

14 Sheets 36x48 in. \$5
11 Sheets 36x40 in. \$5

The catalog contains numerous background and cutout suggestions. Yours for the asking.

The Hunt-Crawford Company
Coshocton Ohio

Autumn Decoratives at Prices that Defy Competition



Beech or Oak Branches, natural preserved, fireproof, 3 to 4 ft., best selected stock in red, green and tan or a combination of these colors blended in each branch to create a wonderful autumn effect, per 100.....\$10.00

No. 9035 Heather Tree—3 ft. High, in green, autumn tints or any color desired. These trees make a splendid decoration for window or interior. Can be made up in any size. Each \$1.75. Per Doz.\$17.50

Maidenhair Ferns—Fireproof, selected sprays in green, autumn shades or any color. Per 100\$4.00

Asparagus Ferns—Natural preserved, all colors, 18 to 24 inches. Per 100.\$6.00

Boxwood or Ruscus Sprays—Natural preserved in autumn or any color. Per 10 pounds\$4.50

The above are just a few numbers from our big line of Art Floral Decorations to show you our low prices on standard, high-grade goods. We will be glad to submit samples free of charge.

J. HARTWIG CO.

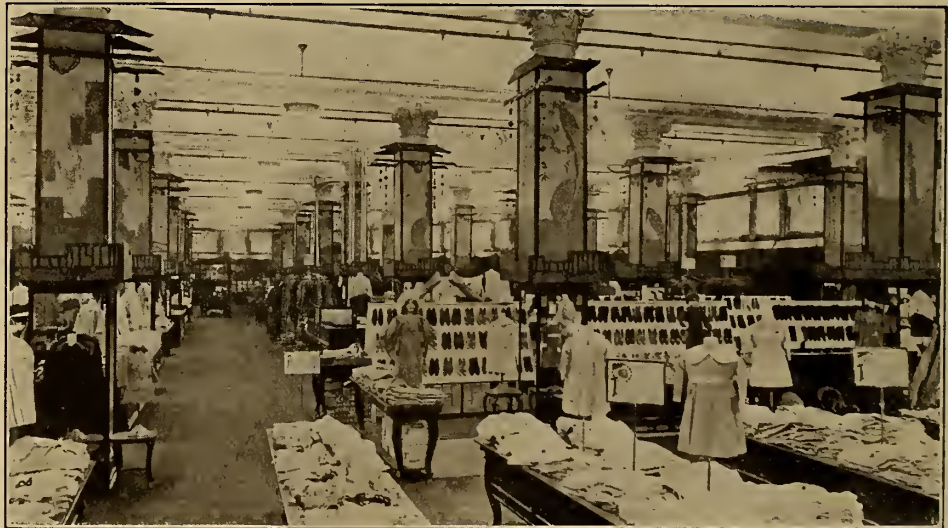
28-32 Pellington Place,
Brooklyn, New York

Show Room
24 West 30th St., New York City

WHAT other merchants have done to advantage and profit, you can do.

Good, attractive improvement in one's place of business always pays.

Illustration shows interior of Saks & Company, New York. Decorations furnished by



THE BODINE-SPANJER CO.

Designers and Manufacturers of Decorative Backgrounds for Show Windows
Phone Diversey 2585 1160 Chatham Court CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court

DO NOT FAIL TO VISIT OUR SHOW ROOMS AND STUDIO WHEN IN CHICAGO



FRENCH WAX

FOR FALL

OPENINGS

Get more business showing the new Fall styles on the most attractive forms obtainable. A few new forms added to your older ones will help out amazingly in improving your Ready-to-Wear showing.

Boost the Sale of Children's Goods by Using Our Wax Children

The Children's Ready-to-Wear department is fast becoming one of the most important in the store. You should decide at once to get several of these attractive wax children. We have them in sizes ranging from one to fourteen years. The only complete line in America.

The Profitable Way for Garment Display is on Wax Figures

It has been demonstrated that the best way to sell all goods is to show them as they will appear in use. This means that all ready-to-wear should be shown on Wax Figures and Papier Mache Forms. No better illustration of this primary principle of Window Display can be had than the photograph shown on this page of a corset display of the Rorabaugh-Brown D. G. Co., of Oklahoma City, Okla.

The Better the Figure The Better Your Sales

A poor wax figure will actually repel trade—a good wax figure is the best sales magnet you can have. The fact that we are the oldest exclusive manufacturers of wax figures in America means that our figures are the kind that sell goods—otherwise we would be out of business. Our reasonable prices will be an agreeable surprise to you. Write for valuable catalogue.

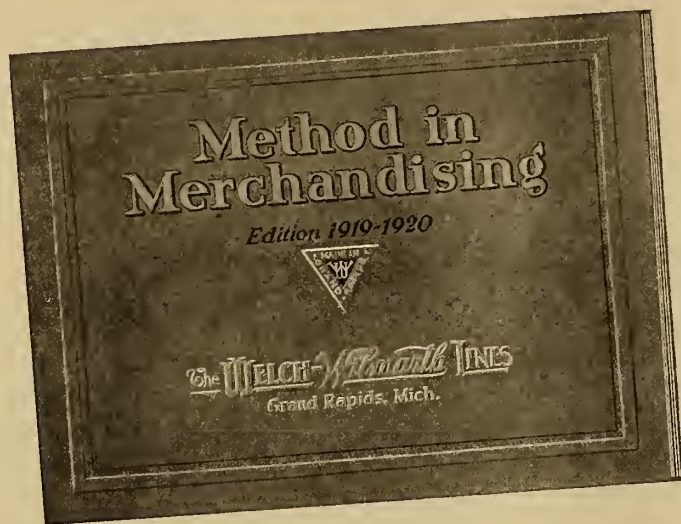
French Wax Figure Co.

Chicago Office and Salesroom
715 Medinah Bldg.

Factory, 70 W. Water St., Milwaukee



A Guide to Better Business



This Free Book is

a beautifully illustrated collection of model floor plans, display methods, merchandising ideas, etc.—a reliable and authoritative guide for the merchant who wants to do a better business.

As this book is very costly, it can only be sent to store executives when requested on their letterheads.

ASK FOR YOUR COPY TODAY

The Doctrine of Better Merchandising— Larger Volume

These pages show why a modernly equipped store can increase net profits through a larger volume. The relations between Welch-Wilmarth equipment and this greater volume are explained in detail.

Less Labor Overhead—

A materially decreased labor overhead is a positive result of Welch-Wilmarth equipment, as fewer clerks can handle the same volume or the same number of clerks can handle a much larger volume.

No Danger of Over-Stocking—

With all goods easily accessible and in plain view, the possibility of overbuying is removed, and there is practically no accumulation of dead stock.

Reduced Spoilage—

Goods carried in boxes and on shelves rapidly become soiled and damaged. Goods carried in Welch-Wilmarth dust proof units retain their freshness and newness, thereby reducing to a minimum the loss due to goods being soiled or shopworn.

The Welch-Wilmarth Book Points the Way to Better Merchandising—Send for it Today

WELCH-WILMARTH COMPANIES
Grand Rapids, Michigan

SHOWROOMS—New York, 20 W. 30th St.

St. Louis, 1116-1118 Washington Blvd.

Chicago, 233 W. Jackson Blvd.

Pittsburgh, 937 Liberty Ave.

MERCHANTS RECORD and SHOW WINDOW

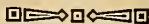
VOLUME XLV
NUMBER 2

AUGUST, 1919

Single Copies
Thirty-five Cent

Featuring Shadow Box Windows

The new home of The Crescent, Spokane, Wash., equipped with new type show windows—All reflections of light eliminated and merchandise on display greatly enhanced—A few valuable hints for display men relative to department reports.



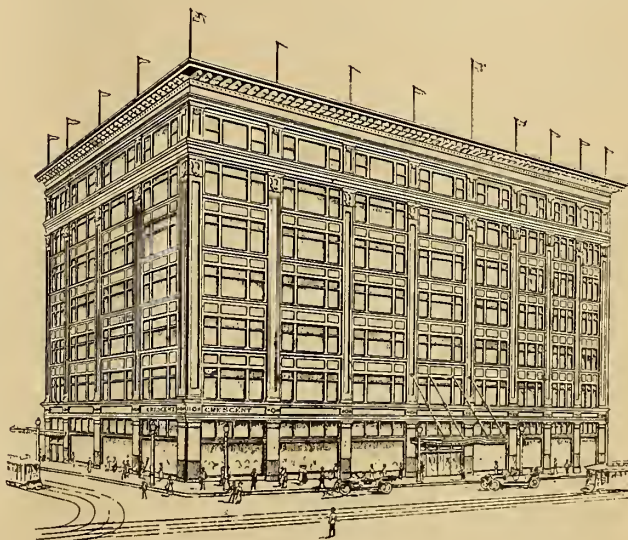
THE beautiful new home of The Crescent, Spokane, Washington, completed a few months ago, ranks with the finest merchandising institutions in the country and merchants from all sections are congratulating the Crescent organization on its business initiative and on giving to the Pacific Northwest a retail store building of such peculiar merit.

While the new building presents the last word in modern methods of retailing merchandising, of more than ordinary interest is the front construction presenting the new shadow-box window.

Previous to completing arrangements for the new building, Allyn Dean, display manager, was sent through the East to investigate and study the latest improvements in store fronts and display windows and as a result of that investigation Mr. Dean advocated shadow-box windows. They were installed, and it is believed that The Crescent is the only store having a window of this type installed in an arcade.

In The Crescent shadow-box window, the height is about six feet, the front about fifty feet long and it is installed outside the Arcade of the Men's Shop. Because the window was set in the arcade it was necessary to have the back of pure glass to keep from shutting off the windows at the back of the arcade, and the lights at the top of the display window had to be frosted to prevent the glare shining directly into the eyes of those walking inside the arcade at night. But these additions were necessary and in no way hinder the effect of the windows.

In construction, the shadow-box window consist of a show window divided into two parts—the upper transom and the lower "bent" glass which curves concavely to the street. The back and floor of the window should be dark to add in the absorption of light reflection. The lower curve of glass



THE NEW CRESCENT BUILDING, SPOKANE, WASH.

extends out beyond the vertical line of the transom front, so that water drains off to the street. The base of the window sets in a marble stand and the floor meets the curved glass at an upward slope, leaving an angle of glass below the floor that is painted dead black. The most important part of the window is the *barrier* of finest Corcora glass set on a

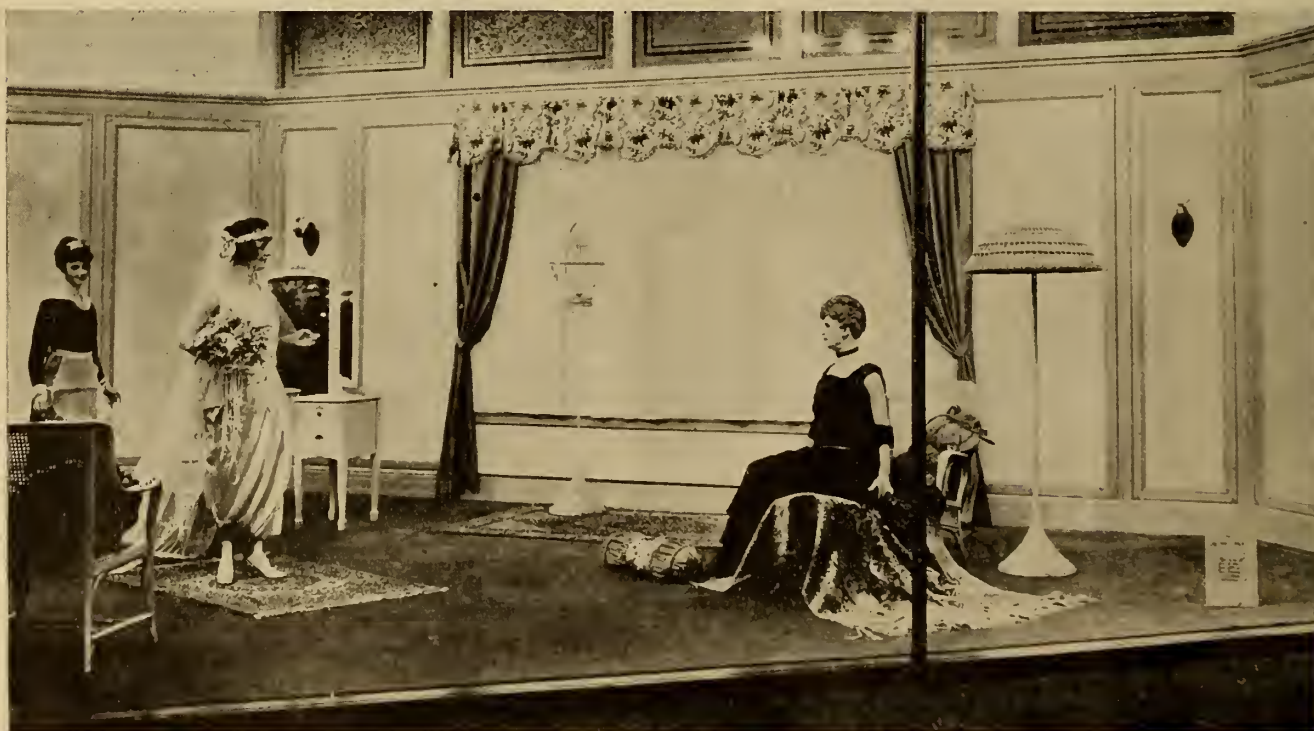


THE NEW SHADOW BOX WINDOWS AT THE CRESCENT, SPOKANE, WASHINGTON.

marble base, and which curves convexly with the street and faces the bent glass window. It sets about three feet high and all light thrown off the concave bent glass is absorbed by this barrier.

These windows, while they are marvelous in effect, when well decorated, bring out all the care and skill of the decorator, because they are so very clear that they seem to magnify a thousandfold every wrinkle in the goods, every speck of dust on the floor, or thread dropped in decorating.

Allyn Dean, the display manager for this big institution, is widely known and is recognized as one of the country's leading artists, and in this connection a brief outline of a few of the methods used by him in his work will undoubtedly be of great interest. First, it may be stated that Mr. Dean is a man of many activities, being president of the Spokane Display Men's Association and a member of several other local organizations. His rise to the top of the ladder has been steady, and during



RECENT WINDOW DISPLAY BY ALLYN DEAN FOR THE CRESCENT, SPOKANE, WASHINGTON.

DAILY WINDOW SCHEDULE

Day Monday Date June 23, 1919

WIN- DCW	MERCHANDISE	DEPT.	DAYS IN	TAKE OUT	DRESSED BY
1	10 Ladies Suits - 3 hats (W)	28	3	June 26	Dean
2					
3					
4					
5					

his sixteen years in the profession he has ever had before him the desire to learn all there is to know of his chosen work and he has spared nothing in his continuous effort to perfect himself. That he has succeeded is attested by his display windows and the many valuable trophies won in competition.

A characteristic feature to the observer of the work of Mr. Dean and his staff of seven assistants is the apparent ease, promptness and efficiency with which a vast amount of work is completed. Mr. Dean explains this by carefully prepared methods of his own, and as an example of some of his system attention is called to the window statements reproduced here. Both the daily and monthly sheets are shown, six columns being shown on the daily record, while the monthly report is kept entirely in figures. Column 1 in the daily sheet is set aside for names, numbers or letters by which the show windows are known in the display department. The second column shows the character of merchandise used in the window, while the third tells the department for which the display was placed—(the departments are numbered in order to expedite the making of reports). Column 4 presents a record of the number of days any display is to be left in place in the window, and column 5 shows the date on which it must be taken out. The name of the person who arranged the display is placed in Column 6. This is a very fair method of giving assistants credit for their work, besides presenting a definite plan relative to salary increases.

Mr. Dean believes that it is not wise to charge departments with windows at a set valuation as is done with advertising of other kinds; because it makes too much unnecessary bookkeeping for the displayman; it is hard to determine valuation of windows; and the windows for one department do not benefit that department to the exclusion of all other departments. For example, a sale window of wash goods promotes buying in the pattern, trimming and notions departments besides bringing people into the store who buy at unrelated counters.

Under the charge system, department managers sometimes refused or put off windows to keep down monthly expenses when their account was running high, but under Mr. Dean's system whereby departments are charged with window expense in proportion to the yearly average of business volume, managers are eager for windows and co-operate with each other for the good of the entire store.

The monthly sheet is kept entirely in figures. The row across the top indicates the days of the month. Sundays are left blank so that the weeks stand out in blocks, and days are easier to locate. As on Sheet One, the first column indicates the names or numbers of the windows. Now, under each day the department having that particular window for the date is listed. Also, from sheet one the capital W is put in after each window on the date it was washed. This avoids such arguments as: "I just washed that window day before yesterday."

Month of June 19 19

	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
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Capitalizing the Store Front

Merchants are taking advantage of the great "after-war" conditions by installing more impressive and influential store fronts—Display manager should collaborate with store front specialist—Height of window of prime importance.

By Raymond T. Whitnah

THERE are many firms who at this particular time are taking full advantage of the after-war opportunities. They are meeting the reconstruction period face to face. While some are remodeling their store interiors, others are changing the location of certain or various departments, but perhaps the greatest changes are being made in the store fronts. Seeing the necessity of making the face of their store more impressive and the eyes of their store more influential, the wide-awake merchants have either made the changes or have the plans in the hands of their architects. For those who contemplate a change and have not yet made alterations this short article is most intended.

With all the store front specialists at your service, and with due credit to these specialists who have revolutionized store front architecture, you as the display manager should co-operate with these specialists in order that mistakes will not be made which will later hamper you or your efforts to make your concern a greater institution influentially and financially in the community. These specialists are not display men, and plan only from the experience they have had in installing fronts in other stores. You are a display man and not a store front spe-

cialist, but your experience in displaying merchandise has shown you that certain merchandise requires certain space—taking into consideration heights, widths, and depths of the respective show windows. Work with these men and get the results in the change that will benefit all concerned.

The greatest mistake made by store front specialists often manifests itself in the height of the windows which he plans. Some of the best department store fronts installed have been practically ruined by a plan calling for 8-foot ceilings. In the department store or women's ready-to-wear establishments a great height is necessary. Ten to fourteen feet is about the correct proportion. Other lines do not require as much height, but in all cases the height should be made in proportion to the merchandise to be displayed. For small articles handled in drug stores, jewelry stores, etc., a ceiling eighth feet high is in proportion.

In the writer's estimation nothing is better than a straight stretch of windows. The popular arcade front was invented to get the greatest amount of display space out of a small frontage. However, it has and is filling its purpose in this manner.

The finish and style of permanent backgrounds



VIEW OF FRONT OF MOORHEAD BROTHERS' NEW STORE, INDIANA, PENNSYLVANIA.

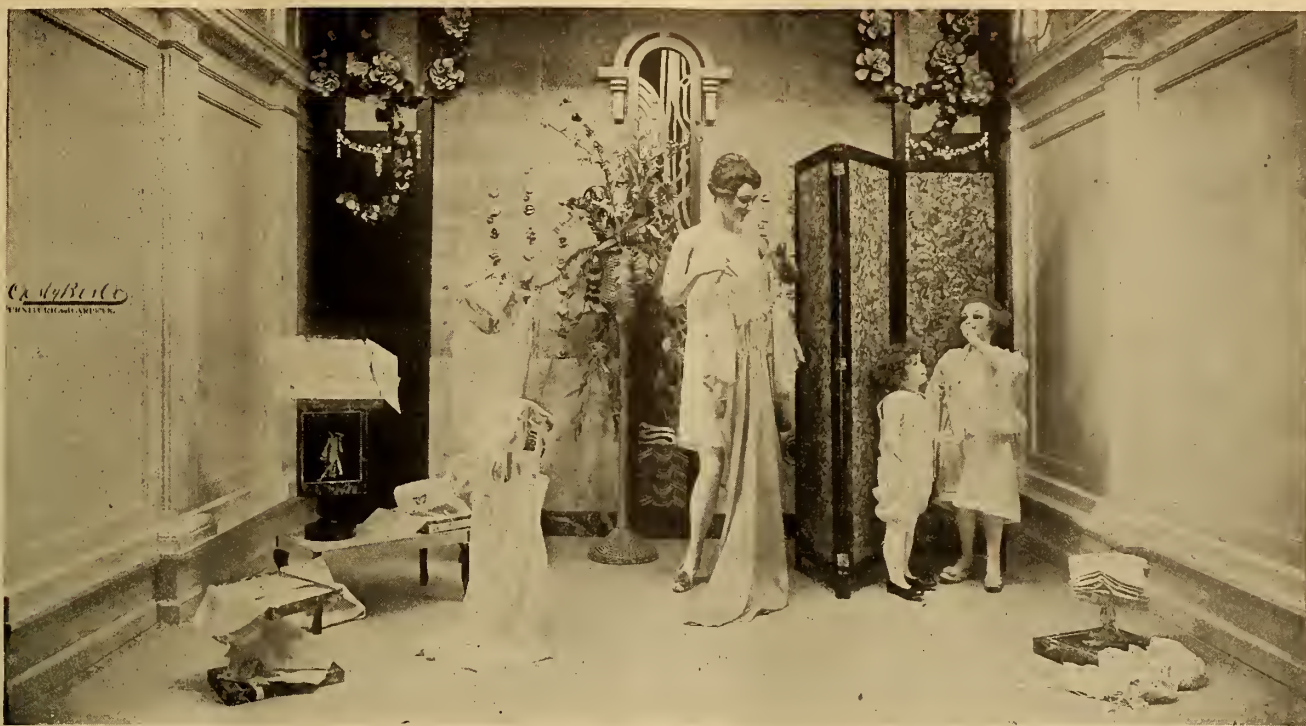


PLATE No. 1046—DISPLAY BY RAYMOND T. WHITNAH FOR CROSBY BROS. COMPANY, TOPEKA, KANSAS.

This illustration presents a neat and harmonious setting and shows clearly how merchandise stands out when properly surrounded. The background was in Nile green with cream onyx marble with deep green side panels. Foliage was selected to match. Futurist undergarments

in flesh color were displayed. A neat and attractive card reading: "Sh! Daddy wears them, too," brought out the idea that the cut of the garments is similar to B. V. D.'s. The card was not in place when the photograph of this display was taken.

are of extreme importance from a merchandising standpoint. A background of woodwork, properly finished, will show any line of merchandise to better effect and with greater results than mirrors, plain glass, or fabrics. The proper finish for a window has been a subject of much discussion. Everyone has a right to his own opinion, but an argument is generally decided in favor of the man who has the best points to offer. The views which are to follow are simply matters of opinion and are offered as such. Mahogany and the darker wood finishes have a tendency to cause much reflection during the day, and do not display dark merchandise effectively at any time. Of the finished woods the neutral browns and silver grays on any wood are preferable.

As was stated in one of my previous articles, dark backgrounds tend to make light merchandise appear lighter, and light backgrounds tend to make dark merchandise appear darker. A neutral, sedative tone in gray or brown will display either the dark, light or medium toned merchandise to the best advantage.

Many displaymen prefer fixtures finished with a slight contrast to the background. This serves to individualize the merchandise displayed and not

to show fixtures instead of merchandise as many suppose. These fixtures hold out to you, as it were, in terms appealing, the merchandise as it is displayed. They put life and "pep" into your display.

Floors, the last to be discussed in this article, are also a matter of much discussion. Many prefer permanent floors while others desire or favor an ordinary floor over which temporary floors may be used. If cost is the basis from which you estimate, then a permanent floor is your requirement. If variety is your watchword (variety is the spice of life), then temporary floors are best adapted to your use. Permanent floors of genuine tile or hardwood are good. Temporary floors are many and varied. The most popular are the imitation tile floors made from composition board. Velours, velvets, felts, friar cloth—in fact there is no end to the variety of fabric floors, for temporary use and are also practical.

In conclusion let it be said that if your front is to be changed have it done right, or do not attempt it at all. Be sure you are on the right track and then get busy. The re-construction period—the time of new ambitions and new methods, calls for your best efforts. Direct your efforts in the direction of a good store front and half the battle is won.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

ONE of the things I noticed when at the recent I. A. D. M. convention at the Sherman House, Chicago, was the decided improvement in the examples of pen lettering on exhibit.

My heart leaps up when
I behold
A rainbow in the sky;
So was it when my life began,
So is it now I am a man,
So be it when I shall grow old,
Or let me die.

As I was one of the first in the country to advocate the use of small lettering, which if done well in a reasonable time, must be done with a pen, I am going to devote the space allotted me this month in an effort to explain how the better class of text pen lettering is done. In any profession or trade there are always two classes of workers. One will be content to plod along and become a fair worker—the other will always be found doing a little more, and doing a little better work than his position demands, and it is the latter who makes for perfection.

I know there are many card writers, who, if they had the opportunity to see real good lettering done, or knew how it was done, could make quite a little coin in lettering verses, photographs, groups and other things too numerable to mention here. Take the little verse here shown on the "Rainbow." I have yet to see the person who was not suited with this text letter.

There is one thing you must strive for first—cleanliness, combined with neatness.

In lettering a card like this, the lettering must be clean-cut—no misspelled words—no erasures (with a knife at least).

If accurate pen drawing is desired for reproduction, or you desire to make pen sketches with fine pens, two brands of bristol board stand ahead of all others. They are "Griffin" of A. H. Abbott & Co., and "Columbia" of Favor, Ruhl & Co. Artists

Saratoga ❖
Saratoga ❖
Saratoga ❖
A B C

who know, use no others. Both happen to be made by the same mills but stamped different for different houses. Mind you, this is not for card writing but for high grade work to be reproduced where one cannot stand for a board upon which the pen will "pick up hairs." For good pen lettering for framing



A FEW EXAMPLES OF ATTRACTIVE AIRBRUSHED SHOW CARDS.

where water colors, gold, aluminum and opaque colors are used then Strathmore Kid finish is the best bet.

The verse on the "Rainbow" should be lettered in black, nussal "M" in blue, ornamental lines around same in gold. All caps may be in red if desired; if so, make hairline "fillers" either blue, gold or black. If all caps are in black, then these lines could be red.

Now as to attaining accuracy. First note carefully the first six perpendicular strokes bracketed "A." Here the pen with an ink retainer carefully adjusted was dipped in the ink. Note the next six, bracketed "B." Here the pen with the ink retainer was not dipped in the ink, but the ink was placed between the top of text pen and ink retainer by means of another pen. These strokes were also made with an old smooth pen. Next note the last set of strokes bracketed "C." These were made with the same pen without an ink retainer. The pen was dipped in the ink. Compare the clean-cut ends of "B" series with ends of these. The last method is sure to be a failure with india or fluid inks.

Note the first word—"Saratoga." It has been stamped in with the same pen as made "C" strokes. The second word shows the first slightly retouched with a 170 Gillott pen, and the perpendicular strokes ruled up with same. The last word shows the sharp angles retouched with the 170 pen to give a rounded effect.

Waterproof india inks such as Higgins or Dietz-

gen's may be diluted a little with distilled water to which a little ammonia has been added in the proportion of four drops ammonia to one ounce of distilled water.

When it comes to doing small lettering for reproduction; that is, lettering made with number three text pen and smaller sizes, ground india ink should be used. In fact, the best letterers never use anything else for quality lettering. This last named ink is not waterproof and is made by grinding up stick india ink in a little (soft is best) water in a slate ink slab.

Where good pen lettering must be erased on any of the bristol boards mentioned, Eberhard Faber's No. 211 emerald green eraser must be used. Sand erasers and the knife must be shunned. No. 211 and plenty of elbow grease will do the work, if the job is to be saved and the error go unnoticed.

To make good nussal initials in color, use tube water colors, such as, Winsor and Newton's new blue, crimson lake, scarlet lake, mauve and emerald green.

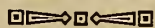
These colors can be toned down with white for tints.

In using opaque colors on the text pen, I would *not advise* the use of an ink retainer. On the contrary, great care must be used in getting color thinned to right consistency—then keep it well stirred. The pen cannot be dipped down into a solid mass of pasty color and come up with a wad of same on its end and be expected to letter.



Notes from New York

J. H. Richter speaks of Western methods—"Million dollar sale" at Gimbel's—Mr. Gregory, Australian display man arranges interesting display scheme at Calhoun, Robbins & Company's store—Present conditions make early buying of Fall and Winter decoratives a necessity—Saks & Company places first exhibition of Fall coats for women.



By F. F. Purdy

MR. RICHTER, display manager for Younker Brothers, Des Moines, Iowa, and formerly occupying the same post for Saks & Co. here, has been spending two or three weeks here-about, accompanied by Mrs. Richter, returning home via Chicago and the convention, and stopping off as well at several of the larger cities on pleasure and observation. Mr. Richter is well pleased with life and business experience in the West. His work is all done in the daytime, to start with. And then, not to be lost sight of, the western display manager more generally merchandises his windows, being held responsible for results, and hence having full scope in selection of merchandise. There is a schedule of how much each window may reasonably be expected to bring in daily. At the close of each day Mr. Richter turns in his report of what merchandise is going in the next day. If a window is found not to be "pulling," however, out comes the stuff, even if it has been in but a day or two.

The practice in the East is for the display manager not to have as much scope. He may confer with the advertising department, or with the general manager, or merchandise manager, regarding especially what merchandise shall be shown, and even on occasions have special suggestions made of how to show it. In the West, says Mr. Richter, the display manager is supposed to know his business and how to obtain results. He has plenty of rope, and if he doesn't know how to use it, out he goes. This is in line with general business practice, although it is not to be wondered at that the men "up above" in the East are prone to take much interest on what kind of a face the store is putting on each day, for the display manager has a mighty intimate and responsible job, of really being the official interpreter of the store to the public. No wonder "the boss" wants a hand in this job in some instances.

A trip to the Elks' Convention at Atlantic City, and then to the Chicago convention via Albany, Buffalo, Cleveland, Detroit, by rail or water, stopping off at each, with an interesting combination

of trade observation and pleasure, is a pretty good program for a New York display manager, but there was another feature that made this a big event to Andrew D. Hopkins, of Gimbel's. Just before leaving he married a New York girl who, we understand, was a childhood friend, and Mr. and Mrs. Hopkins took this interesting trip for their honeymoon. Congratulations. R. Jones, assistant, was on the job in Mr. Hopkins' absence, and during July the "million dollar sale" of Gimbel's was on. The object was to give real values at a time when everything was "up in the air" with the R-34. But Gimbel's pulled off a real event, as might have been seen by the fine blouses which were offered at \$3.95 and \$5, and the 9x12 grass rugs at \$10, which was a pre-war price, when now they retail at around \$20. These were but sample values. An exhibit of a specific brand of hosiery formed a notable window, the background of which consisted of a pergola formed with two fluted gilt columns, one at each far side, with massive beam surmounting them. A gilt curtain partially held by heavy gilt loops hid the three figures behind excepting the bottoms of their skirts and their hosiery to match, while the lights cast a shadow of each full figure on the curtain. An exhibit of the hosiery was in front. The window was exceptionally attractive, and its showing is facilitated by the manufacturers.

Herman Frankenthal, of Altman's, started on his vacation, with his wife and nephew, on July 12, to Haines Falls, in the Catskills, a favorite resort of his. Previously, Mr. Ireland, one of his assistants, took his outing with his family, motoring up through the state. He does not apparently need to go far afield, however, for he lives at Mamaroneck, on the Sound. Mr. Ellis left on the return of Mr. Frankenthal, and is spending the first part of August at Oak Bluff, Martha's Vineyard, with his family.

A reminder of William F. Ried, who has a record for putting in the opening windows of important new stores, was Mrs. Ried, who was in the market recently, as she is the gown buyer for the



RECENT SERIES OF DRAPES BY HERMAN FRANKENTHAL FOR B. ALTMAN & COMPANY, NEW YORK CITY.

T. S. Martin Company of Sioux City, Iowa, for which Mr. Ried is display manager. This concern opened its new store a few months ago, and, true to form, Mr. Ried put in the opening windows.

While he is here in the East, Albert Gregory, of Sydney, Australia, is putting in an interesting display scheme for the wholesale notion house of Calhoun, Robbins & Co., of New York, and it has remained for Australia to suggest a treatment of ends of counters, and general window and interior display that should materially assist sales. Each end of counter of main aisle, instead of having a disheartening array of boxes, with possibly one or two opened, has a showing of merchandise stocked on the long counter, all opened up, the display often being assisted by showing the goods by aid of a small fixture. New York is a Mecca for such large numbers of buyers that wholesalers are appreciating more and more the fact that their business is becoming a display proposition. It is understood that Mr. Gregory will remain in this country two or three months longer before returning, via Pacific Coast, stopping off at some of the larger cities en route.

John H. Beyer, display manager for James McCreery & Co., tells us he believes it a good idea to advise display men to order their supplies early this year. He lately placed his Christmas orders

and was surprised to learn that he was none too early. Mr. Elder, at Saks & Co.'s, feels much the same way, having placed orders early in July that cannot be filled before about the middle of September. Makers of fixtures, flowers, etc., are no more immune from industrial conditions than other producers. Factory labor is scarce and high, and the demand is unusually large, a combined condition that brings an unique situation among the fixture men. Mr. Beyer is perhaps the youngest display manager in New York holding a post of the importance as that at McCreery's. Vacations, window changes, and preparing for fall kept him home from the convention, which had his heartiest interest and wishes. He started his work at McCreery's with the idea that co-operation with the buyers is one of the main factors of a successful display manager, and most helpful in producing the best in a display, and his experience confirms him in this view.

Saks & Co. are known as taking time by the forelock in their displays. We noted their fine June fur window in our last issue. On July 14 Mr. Elder, display manager for this house, put in a big window featuring women's new fall coats at \$25, \$35, \$45 and up to \$75, in connection with feature advertising, "specially priced for one week only." This was the earliest showing of fall coats that Saks ever made, and is explained doubtless by the fact

that thousands of women from all over the country, now in New York, will thus be induced to supply themselves before they leave for home. New York women need hardly be so forchanded. But Gotham has always a big out-of-town population at her hotels, and the department stores bear this in mind. Another interesting window at Saks' was a featuring of the "Hazel Dawn beads," surmounted by a portrait of said Hazel, leading lady of "Up in Mabel's Room," now playing here. Mr. Elder has his family down at Asbury Park for the summer, and he spends his week-ends there for his vacation.

Returning travelers for fixture houses report that through some sections of the West they are turning saloons into men's furnishing stores. There is a lot of solid mahogany and mirroring in many of these establishments, and a bit of ingenuity, we are told, can transform this material into a fine setting for the exhibition of merchandise in the interior and exterior of the stores. Mahogany has become scarce and expensive, especially the solid wood, and it will be interesting to see just how some of these thirst emporiums have been metamorphosed into furnishing goods stores.

Alterations at Macey's

R. H. Macy & Co. are making a big change in their arcade, and the Broadway part of it is being taken out altogether. The Macy store will be run clear across to the far side of the arcade which abuts that little building on the corner that prevents Macy's from having a full Broadway block front. Thus the store will have an appreciated addition of room, and another show window will be in place on Broadway when the improvements are finished, probably some time in September. The old arcade entrance from Thirty-fourth street will be retained and widened, and it will go directly into the store. Accompanying it will be a wide entrance to the basement. Thus the big entrances to Macy's will be the one on Broadway and this amplified one on Thirty-fourth street, affording ample ingress and exit. The windows of the arcade will of course thus be eliminated. The reason of this change is said to be the fact that the arcade had become a sort of a resort for the public, and in case of rain, etc., was often blocked with passers-by who thronged the place for a variety of reasons. But at that, a tremendous number of people went in and out of the store daily via the arcade, especially during the holidays, when it became a real jam, one of the greatest in New York. The entrances provided, however, will take good care of the traffic.

A. I. Namm & Son, of Brooklyn, celebrated their forty-third anniversary in July, and in connection therewith, Display Manager Charles De Vausney arranged a scene illustrating the "Evolution of Fashion," to give the public an idea of how styles

had changed, especially during the period during which the Namm business had been established in Brooklyn. The most venerable relic was a corset worn in the sixteenth century. There was "milady's bonnet of a century ago"; a bonnet of the beginning of the nineteenth century; the leg-of-mutton sleeves about the year 1895; the bustle of 1870; the crinoline of 1860; and various other costumes and features. A chair of the time of the great Napoleon and another of the period of Charles II assisted in the display. An interesting phase was the number of instances in which buyers and salespeople spoke to Mr. De Vausney of references of customers to relics of ye olden time in the way of dress and furnishings which they said they would be glad to lend. It was no easy matter to arrange an exhibit of the kind and have it chronologically correct, but we noted files of Harper's Bazar and other publications that Mr. De Vausney has secured from the library, and having found the styles he wanted, set himself promptly to getting possession of and assembling them. He has had a hard year's work, with his extra efforts in the showing of war relics and paraphernalia, and will take a fortnight's vacation at Ocean Grove the last half of August.

The many friends of Mr. Waldron, display manager of Frederick Loeser & Co., Brooklyn, will be glad to learn of his return to his post early in July, from the quiet of a little resort near Asbury Park where he stopped for several weeks recuperating from his recent illness. He is looking very well, but his experience with facial paralysis has greatly impaired his hearing, but there is hope that this condition will disappear with his progress to complete health. Mr. Waldron has done conspicuously fine work at Loeser's, which has often been spoken of in terms of unstinted admiration by his fellow artists of the New York windows.

Arnold Constable & Co., Plan Improvements

Mr. Goodman, display manager at the Bailey Company's store in Brooklyn, has held that post since the opening of the store and has been doing uniformly good work, under certain difficulties of showing goods without the extent and alignment of window space to produce ideal results. Mr. Goodman was formerly an assistant of Mr. Waldron at Loeser's.

J. J. Hannigan, formerly display manager for R. H. Macy & Co. and Lord & Taylor, is now devoting himself to taking care of the windows of a chain of stores and shops under a plan of his as a free lance, and we understand he is doing very well.

Mr. Schmidt, display manager for Arnold, Constable & Co., has some ambitious plans for the improvement of his windows for the fall. Before completing them he will take his vacation during the middle of August at Ocean City, N. J.

Window Setting Design No. 11

THE window setting design shown in full color on the front cover of this issue is a decided departure from the others of this series previously presented. While the preceding ten suggestions of this second series of full color designs have been pertinent to various periods and styles of architecture the window setting suggestion this month is strictly of the modern type and presents a most beautiful idea in style and color for autumn decorations. The painting is to be done in soft autumnal tones.

The setting as shown would undoubtedly make an extremely pleasing feature for the center of a large display window, using the velour curtains in such a manner as would allow them to extend on either side from the center painting frames to the ends of the window.

The frame of the setting can be made of composition board and installed as shown in the accompanying drawing, and it will be found extremely suitable since the lines of same are made so as to conform perfectly with the drawing of the landscape. The decorative vase may also be cut from composition board and painted as indicated on the cover design.

The floor of the display window may be covered or left plain, but in case covering should be desired it should be suggestive of the autumn season and in perfect harmony with the balance of the setting as shown on cover.

The construction and installation of this setting is simple and may be easily made to fit any size window, and as may be readily judged this setting may, with a little ingenuity on the part of the display man, be later employed in many ways and for various occasions.

Should the display man favor the center panel

with scenic painting effect may be made on canvas and then mounted in the frame, making sure that the frame sets in close to the back of window.

Of particular beauty of design and peculiar in style of architectural feature will be the window



setting design to be presented in full color on the front cover of September MERCHANTS RECORD AND SHOW WINDOW. It will be of the Pompeiian type of architecture with striking colorings true to Pompeiian art. The design will be greatly varied from others shown and will undoubtedly be of extraordinary interest to display men.

Merchants Record and Show Window Awards

A NNOUNCEMENT of the winners of the big Annual Contest of MERCHANTS RECORD AND SHOW WINDOW for 1918-19 was made at the I. A. D. M. convention, but for the benefit of those not in attendance at this most remarkable meeting of display men a complete list is published on another page of this issue.

The contest recently closed was the most successful in the history of MERCHANTS RECORD AND SHOW WINDOW competitions both from a standpoint of the character of the work submitted and in the number of entries. There were more than 700 entries representing the work of the country's most expert display artists, and those listed among the winners have our heartiest congratulations. Each winner may be assured that a MERCHANTS RECORD AND SHOW WINDOW prize is a lasting testimonial to his skill.



SWEEPSTAKE PRIZE.

The addition of six classes proved extremely popular with display men, and greatly increased the number of entries as well as serving to make the contest wider in scope. In fact, so keen was the competition that the judges were forced to devote an unusual amount of time and deliberation in selecting the various winners. More than twenty special awards were made.

The Sweepstakes prize, a beautiful silver loving

cup, for the best collection of photographs of displays was awarded to Raymond T. Whitnah, display manager for Crosby Bros. Company, Topeka, Kan-



FIRST PRIZE—CLASSES 1—10.

sas, who entered a most artistic series of contest pictures.

The annual contest for 1919-1920 will be even greater in scope than the one just closed, and every



SECOND PRIZE—CLASSES 1—10.

display man without reservations is invited to enter photographs in the contest about to be opened. The rules governing this big competition will be published in the September issue of MERCHANTS RECORD AND SHOW WINDOW.

AWARDS IN ANNUAL PRIZE CONTEST

Decision of Judges in Annual Competition of Merchants Record and Show Window

List of Prize Winners and Display Men Given Special Awards for Excellence in Window Display

CLASS 1

- 1st Prize—ENGRAVED GOLD MEDAL.
Harry H. Heim, The Marston Co.,
San Diego, Calif.
2nd Prize—DIPLOMA OF AWARD.
Walter Lantaff, J. N. Adam Co.,
Buffalo, New York.

CLASS 2

- 1st Prize—ENGRAVED GOLD MEDAL.
C. A. F. Smith, Walker Bros. D. G. Co.,
Salt Lake City, Utah.
2nd Prize—DIPLOMA OF AWARD.
M. Wolfson, Baer Bros. & Brodie,
Chicago, Illinois.

CLASS 3

- 1st Prize—ENGRAVED GOLD MEDAL.
H. H. Tarrasch, Stix, Baer & Fuller,
St. Louis, Mo.
2nd Prize—DIPLOMA OF AWARD.
E. F. Swank, Louis Bischof,
Crawfordsville, Ind.

CLASS 4

- 1st Prize—ENGRAVED GOLD MEDAL.
Clement Kieffer, Jr., C. A. Weed & Co.,
Buffalo, New York.
2nd Prize—DIPLOMA OF AWARD.
Jesse H. Zoffer, G. Fox & Co.,
Hartford, Conn.

CLASS 5

- 1st Prize—ENGRAVED GOLD MEDAL.
V. L. Carson, Guarantee Shoe Co.,
San Antonio, Texas.
2nd Prize—DIPLOMA OF AWARD.
R. T. Whitnah, Crosby Bros.,
Topeka, Kansas.

CLASS 6

- 1st Prize—ENGRAVED GOLD MEDAL.
R. T. Whitnah, Crosby Bros.,
Topeka, Kansas.
2nd Prize—DIPLOMA OF AWARD.
C. R. Morgenthaler, Newman's,
Joplin, Mo.

CLASS 7

- 1st Prize—ENGRAVED GOLD MEDAL.
C. E. Duff, The Leader,
Marietta, Ohio.
2nd Prize—DIPLOMA OF AWARD.
J. L. J. Hipps, Grote-Rankin Co.,
Seattle, Wash.

CLASS 8

- 1st Prize—ENGRAVED GOLD MEDAL.
H. H. Seay, Walker D. G. Co.,
Charleston, W. Virginia.
2nd Prize—DIPLOMA OF AWARD.
Fred Ashfield, Bryson Graham, Ltd.,
Ottawa, Can.

CLASS 9

- 1st Prize—ENGRAVED GOLD MEDAL.
W. R. Chandler, Fountain's,
Greenwood, Miss.
2nd Prize—DIPLOMA OF AWARD.
E. F. Swank, Louis Bischof,
Crawfordsville, Ind.

CLASS 10

- 1st Prize—ENGRAVED GOLD MEDAL.
H. H. Seay, Walker D. G. Co.,
Charleston, W. Virginia.
2nd Prize—DIPLOMA OF AWARD.
R. T. Whitnah, Crosby Bros.,
Topeka, Kansas.

Grand Prize

- Engraved Silver Loving Cup—R. T. Whitnah, Crosby Bros., Topeka, Kansas.
Honorable Mention—H. H. Seay, Walker D. G. Co., Charleston, W. Va.

Special Awards for Excellence in Window Display

Henry Goldberg, Paterson, N. J.
John Houswood, Jacksonville,
Fla.
E. P. Lavin, Orlando, Fla.
H. L. Alenier, New Haven, Conn.
G. F. McConnell, Montreal, P.
Q., Can.
W. O. Hackler, Phoenix, Ariz.
W. R. Harre, Muskogee, Okla.
Bert A. Smyser, Tacoma, Wash.
Al Hagen, St. Louis, Mo.

B. Cultus, Tacoma, Wash.
H. H. Riegel, San Antonio, Tex.
Mat Markusich, San Antonio,
Tex.
G. C. Peterman, Joliet, Ill.
R. J. Patterson, Alexandria, La.
J. H. Wood, Paris, Tex.
W. W. Yeager, Bloomington, Ill.
Geo. W. Deery, Sedalia, Mo.
Jack Nicholson, Pittsfield, Mass.
C. R. Morgenthaler Joplin, Mo.

Frank Steckbauer, Oshkosh,
Wis.
H. H. Hoke, Springfield, Ohio.
L. L. Wilkins, Jr., Paris, Tex.
M. A. Wallace, Portland, Ore.
Al Shultz, Reading, Pa.
Homer M. Bancroft, Pasadena,
Calif.
Terrence F. Gallagher, Scrant-
on, Pa.
P. S. Williams, St. Louis, Mo.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- - -	Established 1893
"The Show Window"	- - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - -	Established 1903
"Merchant and Decorator"	- - -	Established 1905

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OFFICIAL ORGAN
International Association of Display Men
Kansas Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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August, 1919

Pointing the Way

MEN of the window display profession have at their disposal the tremendous advantages and remarkable benefits of a truly powerful association—the I. A. D. M.—and he who fails to affiliate with this big educational organization is either consciously or unconsciously depriving himself of valuable means by and through which to elevate himself and the profession in which he is concerned.

Nearly a thousand merchants saw fit to send their display managers to the big Chicago convention, and numbered among these hundreds were the leading merchandising captains in this country and Canada. Surely, if the annual meetings of the I. A. D. M. are of such importance as to draw experts from the greatest merchandising institutions from every point, then they should be of even more value to merchants and display men of stores not so widely known.

The art of window display has taken its place at the head of a list of those things which go to make the maximum quantity of sales, and in fact today it is a generally accepted business fact that

a store stands or falls accordingly as its show windows attract or turn away prospective customers. This profession with such powerful influence in creating sales and of such importance as a business factor is represented by an association of big, broad-minded artists. The big successes are members of this body and each will gladly state that he owes not a little of his success to the many educational features provided by it.



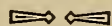
Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.
Thos. F. Condon, Pensacola, Fla.
Harry W. Hoile, Johnstown, Pa.
Chas. T. Boyd, Seattle, Wash.
Carl Goettmann, Pittsburgh, Pa.
J. H. Wood, Paris, Texas
C. M. Shrider, Zanesville, Ohio

holiday seasons and anticipate the greatest buying era are preparing to make the most of the opportunity. the country has ever known. With this in view they

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



Index of Colors and Combinations

GEORGE McKAY, formerly of Philadelphia, but at present living in Chicago, has prepared a card index of colors and color combinations that in all probability is the best chart of its kind for use in display departments. Every standard color is represented, and each individual color card offers a list of all other colors or qualities that will harmonize with that color. This method of selecting proper combinations is carried out in each of the 130 colors. The complete index consists of 130 cards, each card having a color subject with combinations of that color listed below. It is extremely practical and would be of material assistance to every display man.

Mr. McKay who is a staunch booster of the I. A. D. M. states that he is glad to pass the idea along to his co-workers and will be pleased to supply information relative to the preparing of the chart to any or all who write to him in care of MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago.



Order Equipment Now!

FOR several months we have been earnestly urging that merchants and display men place orders for store and window equipment as early as possible. This advice is even more pertinent today than it was two or three months ago. If fixtures or equipment are going to be needed within the next six months or even a year, they should be ordered at the earliest possible moment.

Manufacturers of show cases, clothing cabinets, shelving and most other items of store equipment and display fixtures are working at their fullest capacities yet nearly all of them are far behind in the filling of orders—and they are getting further behind each day. Where possible, manufacturers have added to their factories and equipment with the view of increasing their output. These increased manufacturing facilities have helped some, but they have not done a great deal toward taking care of the tremendous demand that now exists for store equipment of every kind. The orders continue to pour in faster than they can be taken care of.

There is every reason to believe that this condition will continue. Those who are best qualified to express an opinion are confident that there will be no let-up in general business conditions for at least two or three years. Some predict that the present era of lavish spending will continue for four or five years. This means that there will be no decrease in the demand for the store equipment necessary to take care of the greatly increased volume of business.

So far as prices are concerned, they are more likely to go up than down. Materials are not likely to decrease materially in price. Labor is scarce and becoming more and more costly—there is reason to believe that wages will continue to go higher. They certainly will not go lower until the cost of living is substantially reduced. When that will be, is altogether problematical.

That merchants generally realize that conditions are about as we have outlined them, is indicated by the way they are placing their orders for store equipment. We know of several far-sighted merchants who have ordered equipment that will not be delivered until 1920 and 1921. They have foreseen that they will need equipment at that time and have wisely taken steps to make sure that they will get it when it is needed.

Practically the same conditions, with some variations prevail as to store and window decorations. Most makers of artificial flowers and similar decorations are even at this early date practically up to the limit of their capacity and display men who delay in placing their orders will in all probability be disappointed. If belated orders are filled, these tardy display men are likely to get what they can rather than what they want.

Considering these conditions, it appears the part of wisdom to plan as far ahead as possible. Some display men are now planning for next spring. And they are not only planning—they are placing orders for the decorations they will need.

Not only for the coming season, but for future seasons, the wise merchant or display man will anticipate needs so far as possible and place his orders early. Order now and be sure.

Our Service Department

To help our readers we have arranged to act as a clearing house for information concerning store equipment of every description. If you are preparing to buy store or display equipment, decorations etc., and require any information on these subjects, we will be glad to supply it.

The following list covers a variety of subjects. Check the subjects in which you are interested and send us the form. We will see that you receive all available information covering the questions asked:

Service Department,
Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

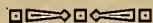
Store fronts.....	Metal Furniture.....
Outside Show Cases.....	Shelving
Show Cases.....	Counters
Clothing Cabinets.....	Wood Display Fixtures....
Bargain Tables.....	Metal Display Fixtures....
Store Seating.....	Wax Figures.....
Lace Racks.....	Papier Mache Forms.....
Rug Racks.....	Electric Signs.....
Curtain Racks.....	Window Lighting.....
Backgrounds, Ornamental...	Show Case Lighting.....
Backgrounds, Hardwood....	Artificial Flowers.....
Cash Carriers.....	Valances
Package Carriers.....	Soda Fountains.....
Cash Registers.....	Store Ladders.....
Delivery Wagons.....	Air Brushes.....
Delivery Trucks.....	Store Designing.....
Write in names of subjects not listed.....	

.....
 We expect to build (.....) Remodel (.....)
 Date
 Name
 Address
 Dimensions of Store.....

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

The I. A. D. M. Convention

One thousand display men gather at Hotel Sherman, Chicago, and take part in a most extensive and elaborate program of educational features—E. Dudley Pierce of Rochester, N. Y. re-elected President and T. Guy Duey of Grand Rapids elected Secretary—Manufacturers' Exposition of unusual importance—Detroit the next Convention City.



THE twenty-second annual convention of the International Association of Display Men convened at the Hotel Sherman, Chicago, for four days, beginning July 14, is now a matter of history.

The meeting was the most successful of all I. A. D. M. conventions, and close onto one thousand display men, manufacturers and dealers' representatives were on hand to reap the benefits of a program replete with educational features. Never before has a similar meeting provided as many new and instructive demonstrations and exhibits as the one just closed, and the caliber of display men present was undoubtedly higher than on previous occasions, the leading display artists, representing practically every big store in this country and Canada having registered at the Chicago meeting.

Naturally, the greatest interest centered on the program of demonstrations, and in this regard the delegates were not disappointed, a most interesting and instructive series having been presented by a number of display men of national prominence.

Second in importance only to the Educational Program was the Manufacturers' Exposition carried out this year on a more extensive scale than ever before. Forty-six leading manufacturers of and dealers in store and window display equipment and decoratives were represented with booth space in the exhibition sections, and a most beautiful showing of new and standard lines was presented. The exposition, since its inauguration as part of I. A. D. M. conventions, has been of vast importance, and aside from the many advantages it offers to display men, it is through the close co-operation



DELEGATES IN ATTENDANCE AT THE 22ND ANNUAL CONVENTION OF THE I. A. D. M., HOTEL SHERMAN, CHICAGO.



PRES. E. DUDLEY PIERCE, RE-ELECTED.



T. GUY DUEY, SECRETARY.



L. A. ROGERS, TREASURER.

of the manufacturers and dealers that annual meetings of the association are so extensive in scope and so elaborately carried out. The success of the Exposition of the twenty-second annual convention of the I. A. D. M. is in most part due to the efforts of the Chicago Display Equipment Manufacturers' Association, the members of which gave unsparingly of their time and financial aid in order to make it the great success it developed to be.

The efforts of President E. Dudley Pierce during the year just passed, to which, in a great measure, may be attributed the tremendous growth of the association in the past twelve months, were rewarded by the members choosing him to head the association for another year. President Pierce, however, had a real battle on his hands during the fight of ballots and was closely pushed by Clement Kieffer, Jr., Buffalo, N. Y., and Walter E. Zemitzsch, St. Louis, Mo. While the rivalry was indeed keen and brisk, it was nevertheless wholesome and the race for the president's chair proved to be one of the most interesting and exciting of recent years.

The three leading candidates for the office, Messrs. Pierce, Kieffer and Zemitzsch, are men of national fame in the display world, popular with all who attend I. A. D. M. conventions, and each has executive ability. With three such men running, the delegates felt safe in the ultimate selection, regardless of the lucky candidate. However, when the votes were counted, President E. Dudley Pierce had nosed out his friendly rivals, Mr. Kieffer being a close second, slightly in the lead of the St. Louis entry. Mr. Kieffer was first to compliment the association members on their good judgment in re-electing Mr. Pierce. Mr. Zemitzsch followed the Buffalo man in extending congratulations.

Another lively contest evidenced itself in the race for the secretary's office, William H. Hinks, display manager for J. W. Thomas & Co., Minneapolis, Minn., and T. Guy Duey, in charge of the decorating department at Wurzburg's, Grand Rapids, Mich., being the candidates. In this case also were the aspirants for the office men of highest qualifications and artists with national reputations. Both have been extremely active in association matters and each has held important offices in the organization, Mr. Hinks for years having been the association's treasurer. The result of this contest showed Mr. Duey the choice of the convention by an extremely narrow margin. Mr. Hinks, a staunch friend of Mr. Duey, immediately congratulated the successful candidate and stated his desire to assist the new secretary in every way possible. The former's retirement from the association's personnel of officers is a distinct loss, but the members may be assured of his continued efforts in the development of the organization and display profession.

L. A. Rogers, advertising and display manager for J. D. Mabley, Detroit, Mich., is the new treasurer, having been unopposed in the election. Another spirited contest for the office of first vice-president, with L. F. Dittmar, National Cash Register Company, Dayton, Ohio; M. J. B. Tennent, Meier & Frank, Portland, Ore., and J. H. De Witt, The Boston Store, Wichita, Kan., as principals, brought forth considerable interest. L. F. Dittmar was returned winner by a comfortable margin. Bert Cultus, Rhodes Bros., Tacoma, Wash., and James R. Trehwella, Best & Co., New York, were unopposed for the offices of second and third vice-president, respectively.

Another feature, a source of great satisfaction to the members of the association, was the presence



1ST VICE-PRESIDENT, L. F. DITTMAR.



2ND VICE-PRESIDENT, BERT CULTUS.



3RD VICE-PRESIDENT, JAS. R. TREWELLA.

and introduction of a number of the world-famed State street display managers, who, in addition to addressing the delegates became members of the I. A. D. M. Among the Chicago experts introduced were: Arthur V. Fraser, Marshall Field & Co., generally recognized as the world's greatest display artist; A. H. Kagey, Mandel Brothers; A. L. Jones, Chas. A. Stevens & Bros., and W. A. McCormick, The Boston Store. In all probability several of the Chicago artists will take places on the 1920 Program of Demonstrations.

Detroit in 1920

As in past years, great interest centered about the selection of the next convention city, with Detroit and Chicago the popular choices. There were lively debates and much electioneering in the Crystal Room of Hotel Sherman during the casting of ballots, and a mighty cheer went up when the Michigan metropolis was declared the winner.

President Pierce is to be complimented on his excellent judgment in generously granting Canadian representation on the important committees, since these men from over the border are staunch supporters of the I. A. D. M., and for years have manifested considerable energy in striving to develop the association.

From all sides did one hear words of praise for the local organizations that came on in large numbers, often from points far distant. Among the branch associations attending the convention as a body and maintaining the club spirit throughout with frequent manifestations of their presence were the clubs from Charleston, W. Va., and St. Louis, Mo. That active and popular convention figure, John E. Hancock, was in charge of the West Virginia delegation, while B. A. Rainwater and Walter E. Zemitzsch kept things at a high point of interest

amongst the Mound City display artists. William R. Chandler, display manager for Fountain's, Greenwood, Miss., brought five of his co-workers up from Greenwood. A detailed report of the convention proceedings follows:

The meeting was called to order by President E. Dudley Pierce at 10 o'clock on the morning of Monday, July 14. In opening the session the president said:

"Ladies and gentlemen, I am quite sure that it is indeed a great pleasure to now announce that the twenty-second annual convention of the International Association of Display Men is now open for the transaction of business and educational work. This is going to be a convention of education and I want to assure you now that we are not going to have a lot of long speeches. Therefore, as far as I am concerned, I am going to cut my end of it very short, as you will see and hear plenty of me later, and I will introduce the first speaker. I am sure it is a great pleasure and honor to have the pleasure of introducing to you this morning Dr. John Dill Robertson, the commissioner of health of the great city of Chicago. He is one of the mayor's very nearest and dearest friends. He is representing the Hon. William Hale Thompson, mayor of this city and he is also the man who put the ban on smoking in the street cars in Chicago, so I am sure that we will have to be very careful while he is addressing you. And he also tells me that he has a cigar in his pocket and that he is going to have a little smoke as soon as he gets out of the room. Dr. John Dill Robertson." (Applause.)

Dr. John Dill Robertson, Commissioner of Health of the city of Chicago, was delegated by the Honorable William Hale Thompson, Mayor of the city, to extend to the delegates attending the 22nd annual convention of the International Association of Display Men, the welcome of Chicago. The famed doctor commissioner surely made the boys feel that Chicago wanted to entertain them and they gave Dr. Robertson an ovation at the conclusion of his talk.



B. W. CHRISTOPHEL,
CHAIRMAN EXECUTIVE COMMITTEE.



E. J. BERG,
MEMBER OF EXECUTIVE COMMITTEE.



E. K. LUMMUS,
MEMBER OF EXECUTIVE COMMITTEE.

THE PRESIDENT: I am quite sure that we all now feel that we are welcome to Chicago. I want to thank you very kindly, Doctor, for giving us such a hearty reception. In response, and on behalf of the International Association of Display Men, it now is a pleasure to introduce one of our own men to you who has held a number of offices during the past several years and is one who is quite well known to the majority of you. His name is L. A. Rogers. (Applause.)

MR. L. A. ROGERS: "On behalf of the International Association of Display Men, we thank you, sir, and the city of Chicago, for your greetings of welcome."

This is the seventh time that it has been our privilege and our pleasure to meet in your wonderful and generous city. In August, 1898, this association first saw the light of day in Chicago. It was organized by Mr. L. Frank Baum, at that time editor of the SHOW WINDOW, now known as the MERCHANTS RECORD AND SHOW WINDOW, the official organ of this association. Mr. Baum in later years became famous as the composer of "The Wizard of Oz" and other equally popular operas and has recently passed to the great beyond. As a fitting tribute to his memory, I will ask this convention to rise and with bowed heads repeat in silence these words:

"L. Frank Baum, father of the International Association of Display Men, we glorify you."

With the permission of our worthy president, I will suggest that our secretary draft a telegram to Mrs. Baum and family, expressing our sincere regrets and appreciation of his worth to this association.

We thank the Chicago Manufacturers' Association, who are deeply interested in our work and who are so ably supplying us with merchandise that is imperative to the display man in assisting to make the merchant more than ever realize the true worth of his show windows.

We thank the manufacturers, one and all, for their hearty co-operation at these conventions. Their faithfulness is an inspiration, and I trust that our visit will be one of encouragement and profit to them.

As all things start from the fountain head of smallness, just so was this association started on the right path to greatness. Our growth has not been one of leaps and bounds, but it has been a healthy one. We have had many obstacles to overcome. We have been a child of circumstances. We have developed by easy stages, and today, my friends, we become twenty-two years of age, a child no longer.

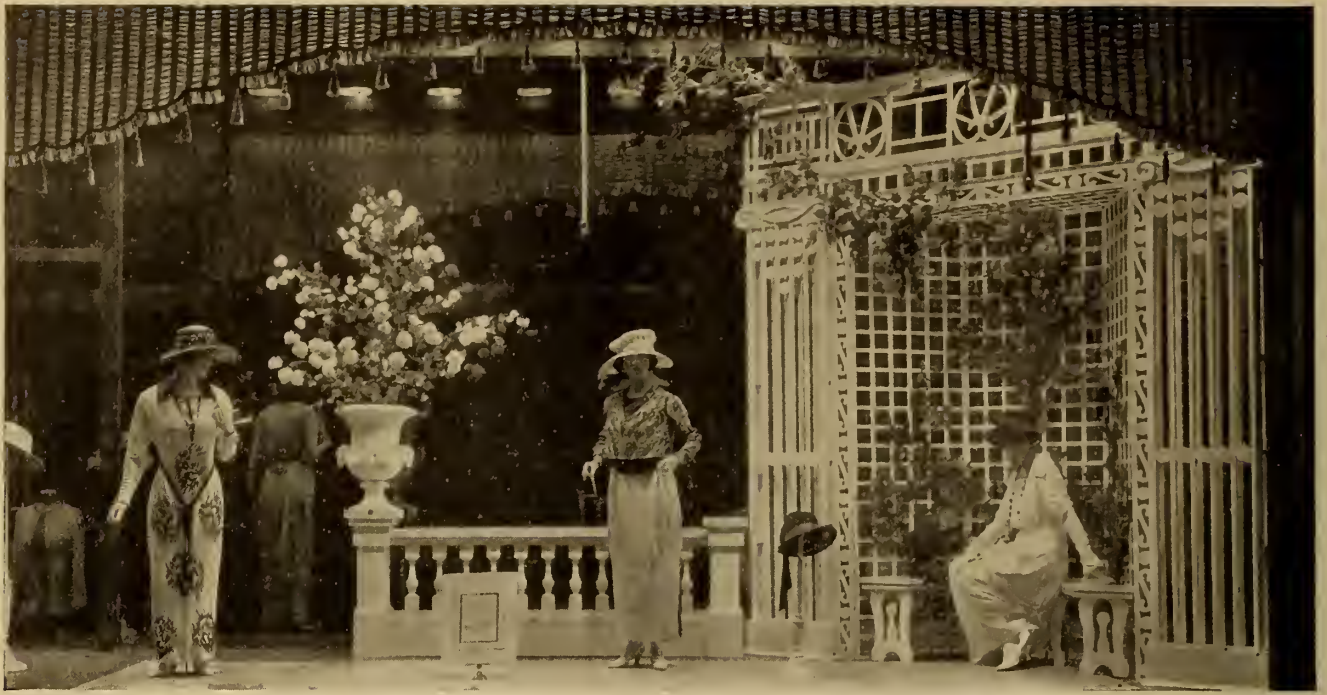
What are we going to present to this young man of the hour for his birthday gift? I know what he wants, so do many

of you. He has craved it for years. He has spoken to you about it a number of times. And now that he has developed into full-grown manhood we have got to give it to him and give it to him now. What he wants is your ideas as to how to make this association a great, big, prosperous, far-reaching, influential institution. He wants you to fully realize the important position you hold in connection with the mercantile industry of the world. He wants you to realize the great changes among men brought about by the ravages of war. If men are selfish, narrow-minded and small, they had better watch out, for as sure as there is a God in heaven they are doomed to oblivion. The day of the "I am it" and "I have nothing to learn" is past and gone. We are in a reconstruction period, my friends, that will pay dividends to the man with ideas. Are you ready to get your share of things from this tremendous wave of prosperity that confronts the men of America? Organization, co-operation, good-fellowship are the three great forces in the world today. The spirit of co-operation hovers in the smallest hamlet and over the largest cities; the number of inhabitants makes no difference, the spirit is there and it is there to stay. Without co-operation among the Allies, Germany was destined to be the dictator of the world.

How about this organization? Are we going to hold up our hands and yell "Kamerad" because we have failed to grasp the spirit of the times, or are we going to grab the flag of success with a firm hand and cry out so that the whole world may hear, "Come on, boys, we are not going to retreat, we are going to advance"; come on, then, and let's show our employers what kind of stuff the display man is made of. Proper effort in the show window will produce results and will make the great buying public desire to own merchandise a reality. Let us show our employers more business than they ever dreamed of, and when we do that, my friends, we can sell the merchants of this country window display advertising just as readily as we could sell them gold dollars for fifty cents. (Applause.)

We must get busy and make the activities of this association felt. We must let the merchant know what our aims, desires and ambitions mean to the development and betterment of business.

We come to these conventions, my friends, bubbling over with pep and enthusiasm. We accomplish much good. We carry home, many of us, ideas enough to last for years, but the day after this convention, what then? What do we carry home that is for the good of this association?



CLASS 1—OPEN—(WOMEN'S WEAR)—1ST PRIZE, JACK CAMERON, HARRIS-EMERY CO., DES MOINES, IA.

This, my friends, is something for us to think about. In union there is strength, but in numbers, more strength. What we need is numbers, more members, and it is up to you men in this convention to get them. We should have every worthy display man in this country as a member of this association. We should go to them personally and tell them the reason why they should become members.

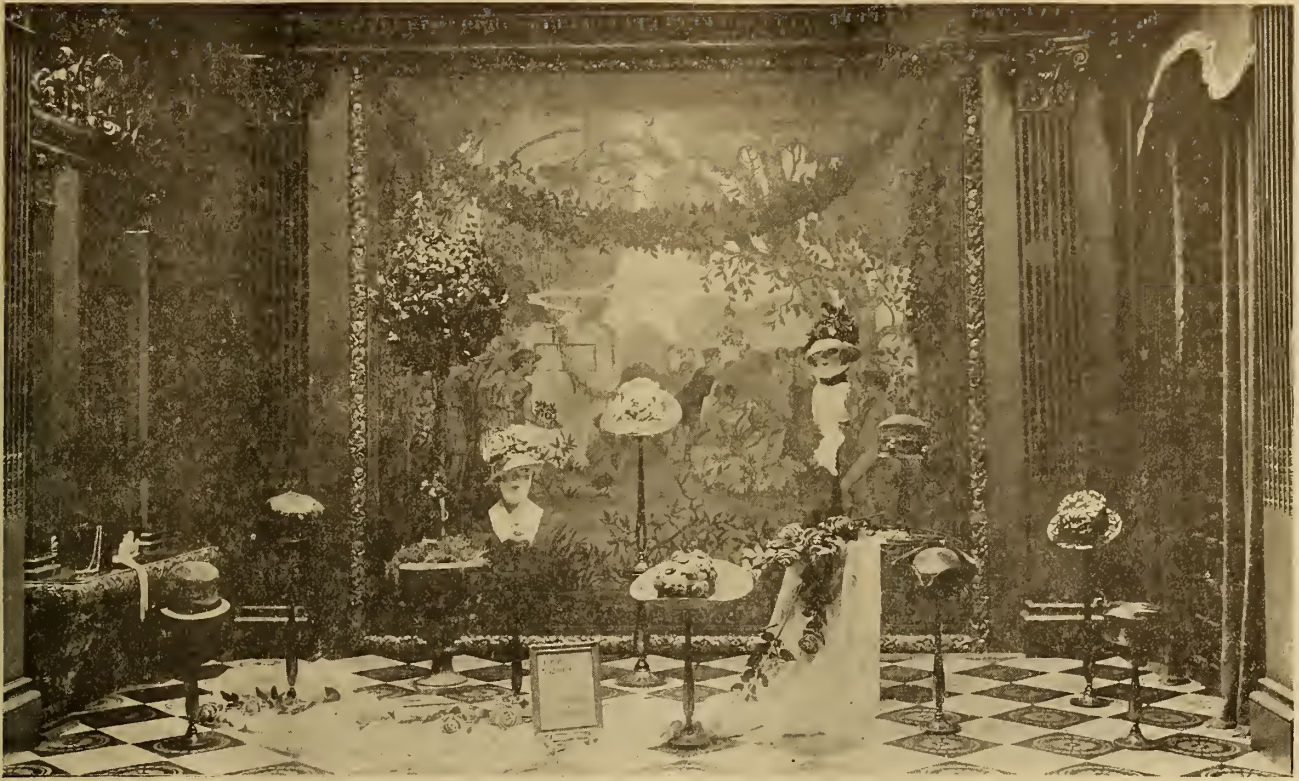
When you get home, form local associations. We must keep up the interest of this association daily as well as yearly

Now, my friends, in behalf of the International Association of Display Men I appeal to you to do everything you can to uplift our profession and put it in the place where it belongs." (Great applause.)

THE PRESIDENT: "The next on the program, which will conclude the morning session, will be the appointment of the various committees. The first committee I want to appoint is a committee on order. I will appoint E. J. Berg of Omaha, Jack Cameron, Charles H. Kellstadt and T. Guy Duey.



CLASS 2—OPEN—(PIECE GOODS)—1ST PRIZE, W. MURRAY CORDY, ROSENBAUM BROS., CUMBERLAND, MD.



CLASS 3—OPEN—(MILLINERY)—1ST PRIZE, ELLSWORTH H. BATES, C. W. KLEM, INC., BLOOMINGTON, ILL.

"I would like to ask these gentlemen to pass through the outer corridors a few minutes before each session and try and round up the men and get them into the room, and also maintain order in the rear of the room, so those down in front can hear the various lectures and demonstrations that are being put on.

"The next is the membership committee. Now, we have a standing membership committee and I don't know how

many of them are here, but for that membership committee I will include the executive committee, which of course has as its duty throughout the year the obligation to help to secure members. I will appoint, then, A. W. Lindblom of Minneapolis, L. A. Rogers of Detroit, H. H. Tarrasch of St. Louis, Clement Kieffer, Jr., of Buffalo, B. W. Christophel of Pittsburgh, J. J. Cronin of Newark, N. J., James R. Trewhella of New York City, M. J. B. Tennent of Portland, Ore., C. E.



CLASS 5—OPEN—(LINENS)—1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, UNION HILL, N. J.



CLASS 6—OPEN—(INFANTS' WEAR) 1ST PRIZE, WALTER E. ZEMITZSCH, FAMOUR & BARR, ST. LOUIS, MO.

Wilson of Cedar Rapids, Iowa, and R. F. Paxton of Houston, Texas.

"With your permission, I would like to ask all of the guests, those who are not members of this association, to stand up, please, and those in the rear that are standing to raise their hand if they are not members of this organization, for just one second, please.

"Gentlemen, I want to welcome you here, and we want you to attend each and every session of this convention. We

want you to absorb as much by educational work as we have to offer, and we want to convince you that you do not want to return home without becoming one of us. I would like for the membership committee to look over these gentlemen and try to secure their memberships after this session is closed. I thank you very kindly.

"The next committee is the auditing committee. On this committee I name L. F. Dittmar of Dayton, J. E. Hancock of Charleston and Perry Hunsicker of Wooster, Ohio. These



CLASS 7—OPEN—(LINGERIE)—1ST PRIZE, RAYMOND T. WITNAH, CROSBY BROS. CO., TOPEKA, KANS.



CLASS 8—OPEN—(CORSETS)—1ST PRIZE, WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.

gentlemen, I think are all familiar with the duties of that committee.

"The committee on by-laws and resolutions: A. C. Dannenfeld, Salina, Kansas; George F. McConnell, Montreal, Canada, and F. E. Lacy, of Toronto, Canada.

"These gentlemen will look over the constitution and by-laws and see if any changes should be made. They are to report their findings to the executive committee and the board of directors and then it is reported back to the open convention to be voted on if any resolutions are to be passed and entered into the new by-laws.

"The next is a most important committee, naturally, to all of the gentlemen who have photographs entered in the

I. A. D. M. contest. The first is the judges of award, the contest judges of three, covering classes numbers 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 32 and 40. These gentlemen are: Charles Wendel of Detroit, Michigan; M. J. B. Tennant, of Portland, Oregon, and James R. Trehwella, of New York City.

"The three judges to judge classes numbers 13, 14, 15, 16, 17, 18, 19, 20, 23, 31 and 41 will be Harry S. Nelson, Rochester, New York; Walter E. Aufderheide, of St. Louis, and Edwin K. Lummus, of Montreal, Canada.

"The three judges on the card class, classes 44, 45 and 46, are H. J. Chadwick, of Johnstown, Pennsylvania; D. M. Hanson, of Peoria, Illinois, and E. E. Closkey, of Buffalo, New York.



CLASS 9—OPEN—(HANDKERCHIEFS)—1ST PRIZE, RAYMOND T. WHITNAH, CROSBY BROS. CO., TOPEKA, KAN.



CLASS 10—OPEN—(RIBBONS)—1ST PRIZE, ELLSWORTH H. BATES, C. W. KLEMM, INC., BLOOMINGTON, ILL.

"The judges for the sweepstakes, which is class number 43, are the combined judges of the twelve that have been appointed to cover the other classes."

President Pierce then informed the delegates that he had arranged for a "question box" and would be pleased to have any questions or suggestions from the members written on paper and deposited in the box, the same to be read later in the sessions. Following several other announcements, adjournment was taken until 2 p. m.

Monday Afternoon Session

The second session was called to order at 2 o'clock Monday afternoon, with President Pierce presiding. Following a number of brief announcements, the president introduced as the first on the afternoon's program, C. J. Potter, past president of the I. A. D. M., and a most enthusiastic and energetic force in the association. Mr. Potter took for the subject of his address: "How Display Men Helped Win the War with Their Windows," and spoke as follows:

Ladies and gentlemen: Usually when I have appeared before you I very seldom have ever read from a paper but the subject today requires more than just memory, and it was necessary for me to write it down in order to get all the statistics on the activities of the display men during the war.

Last year, at the I. A. D. M. convention in New York, Mr. Jesse H. Neal, one of the directors of the division of advertising, told in his speech how various organizations were appointing war committees to work in conjunction with the Government. He said that the War Department could use these committees because of the way the war work could be co-ordinated and systematized.

Mr. Neal told how the I. A. D. M. could be of material aid to the Government if we would organize a war com-

mittee, and suggested that we appoint such a service committee on window displays. He also stated that this committee could function through the division of advertising, which was a part of the committee on public information. Your president, Mr. Pierce, and the executive committee, acted on this suggestion and I had the honor to be appointed chairman of that committee, and I am going to tell you of some of the things we did. Some of you know what the display men did in your city, and through the activities of local committees some excellent work was accomplished.

I think you will be interested in knowing just how our work was organized, because it was a mighty big task to get our local committees working as a unit, for each campaign was timed to begin at a given date.

Shortly after it became known that the I. A. D. M. had appointed a war service committee on window displays, the directors of the division on advertising requested that I appear at their meeting and tell them just what we could do. At that conference I told them that the display men of the country were at the command of the Government and would do their utmost in designing and arranging patriotic displays for the various campaigns.

They suggested the national committee take a desk in their office and use their office facilities and franking privileges. This made it possible for us to go ahead and organize on a war basis.

Our big job then was to get the display men in the big cities throughout the United States to organize into local committees, and in order to do this we appointed a chairman in each city. He, in turn, gave us the names of other display men whom he desired to have work with him. These men were then appointed on that committee, and in a very short time we had 600 local committees co-operating with us, and I want you to know that these men gave freely of their service and time, and it certainly was very encouraging to read some of the letters which we received not only from the display men themselves, but from the merchants. It seemed as though the entire country had but one aim in view and that was to help Uncle Sam win the war.

The dynamic force of the entire display profession was turned loose; it swept the country from end to end, for here was an opportunity for every display man to show his love for his country. If you gentlemen could read a few of the letters which I received from some of the chairmen of the local committees you would realize as I did that the best talent in this country of ours was going to assist the War Department in licking the kaiser.

The response to our request for assistance was spontaneous. Our first campaign was the Fourth Liberty Loan. We were asked to direct the window display campaign creating the patriotic displays throughout the country. These were timed to the minute so that they supplemented the campaigns of advertising periodicals and newspapers. The National War Service Committee together with the 600 local committees were instrumental in installing approximately 300,000 window displays and the National Committee co-operating with the Liberty Loan Committee designed and printed a small booklet of window display suggestions. These were mailed out to the chairmen of the local committees who, in turn, distributed them to the merchants in their locality.

The next campaign which we assisted was the registration of men from 31 to 45. We distributed through our organization 40,000 posters to the various local committees who, in turn, had them displayed in the show windows; this campaign was put over in less than a week and we did not have time to get out any suggestions.

The United War Work campaign was the next affair which we participated in. Our activities in this campaign consisted of getting up a circular showing a number of window display suggestions which would portray in the windows very vividly the necessity of contributing to this worthy cause. 100,000 of these were sent out to the local committees to distribute.

The United States Food Administration then asked us to help them put over a food conservation week. Again we designed a number of window displays and compiled a

circular and distributed them not only to the local committees but also through the local food administrators.

Probably the biggest campaign which we worked out was for the American Red Cross Christmas Roll Call. In this case we got out a big booklet containing suggestions from a number of prominent display men all over the country. 200,000 of these booklets were distributed by our committee. Mr. Clarke, executive secretary for the American Red Cross, was very profuse in his praise of the splendid work which the display men did.

Mr. Clarke worked with us and at our suggestion got up several features in the way of cutouts and one large poster for use in show windows only. You probably will all remember the large Blashfield poster, 53x84. This size was made upon our recommendation as were the cutout of the "Greatest Mother on Earth."

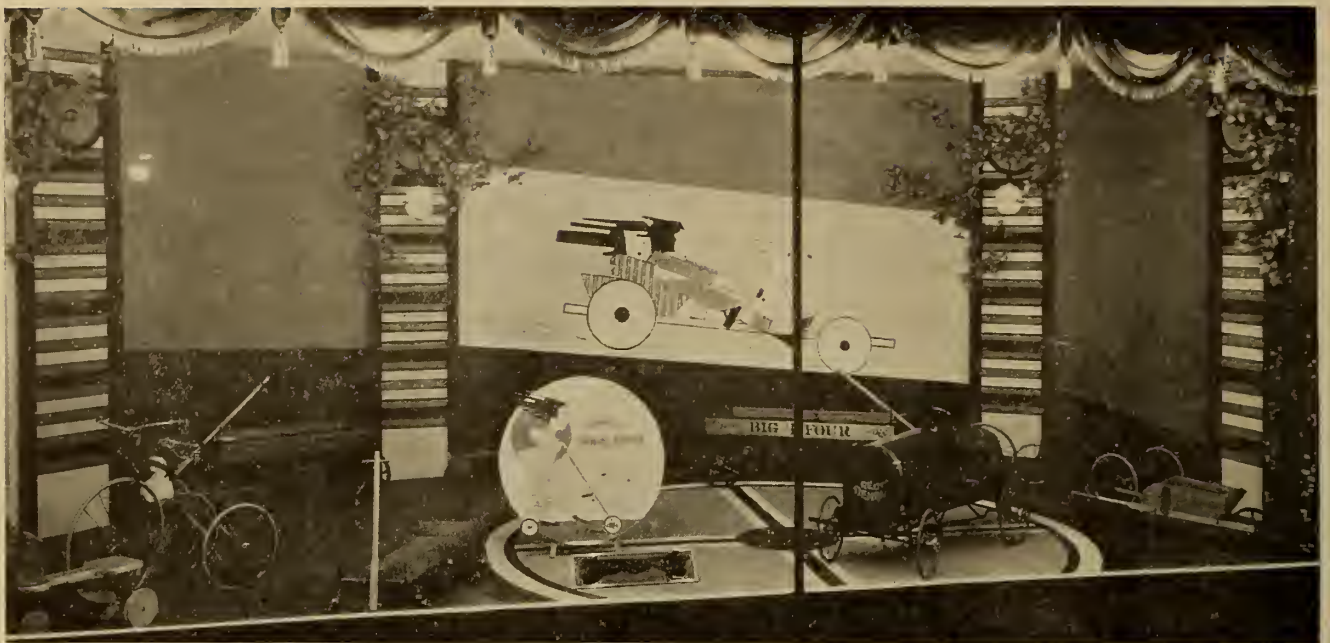
The United States Food Administration asked us to assist them again in another food conservation campaign and under their direction we designed a number of window displays which would tell the story in a graphic way. These suggestions were also reproduced in a circular and sent out all over the country.

The last big campaign which we participated in was the Fifth Victory Loan. At the direction of Mr. Frank R. Wilson, director of publicity, at Washington, we designed a number of displays for this campaign which we reproduced in a circular. These were sent out to the various local committees and while the war was over merchants and display men responded generously and several hundred thousand excellent displays were placed through the activities of the various local committees.

One of the significant facts which I want to impress upon you is that the government recognized the windows as a powerful medium in educating the public to the necessity of subscribing to the Liberty Loan or for the purpose of conserving food. Space which was donated by the merchants for the various patriotic campaigns can hardly be reckoned



CLASS 11—OPEN—(WOMEN'S NECK WEAR)—1ST PRIZE, CLARENCE E. DUFF, THE LEADER STORE, MARIETTA, O.



CLASS 13—OPEN—(TOYS)—1ST PRIZE, J. WALTER JOHNSON, POWERS FURNITURE CO., PORTLAND, ORE.

in dollars and cents. It would run into several hundred thousand dollars and you gentlemen were instruments in utilizing that valuable space in a way that made the public reach deep in their pockets.

Of all the various mediums employed by the government probably none produced better results than the show windows and you can feel mighty glad of having been a part of that great force which played such an important part in the winning of the war.

Never in the history of this organization has there been



CLASS 14—OPEN—(KNIT UNDERWEAR)—1ST PRIZE, FRED JOHANSEN, A. HOLTHAUSEN, UNION HILL, N. J.

such concentrated efforts by the display men as there were during the war. Petty jealousies were laid aside and the display men in the different cities got together and worked with the various war committees in a manner which is most commendable.

It is a pleasure to bear witness to the unusual efficiency of the display men all over the country.

The services of the National War Service Committee, we believe, have been two-sided, on the one hand the government departments needing window displays had been able to get them and were advised by expert men on the best methods of displays, on the other hand display men themselves had been protected by the committee from improper demands upon them as well as from duplication of legitimate demands.

Both sides had been benefitted also by the fact that through the National War Service Committee a sane and proper conception from these kind of window displays which would accomplish the government's purpose, and through our activities we have been able to bring the American public, the display men and the government together in a better understanding.

As you know, the National War Service Committee came into existence in an emergency—a world crisis. Our country was engaged in the greatest war in history. Window displays were called upon to do their part; this has been our task. It has been a most pleasant duty and a great privilege to perform our part in this war work.

The generous contributions of window space and the services rendered by so many hundreds of patriotic display men and merchants made our work possible. The contributions have been administered in the interest of government war advertising and all such contributions were for the winning of the war, and I believe that you and all others who have contributed to this work can feel rewarded by the certainty that such co-operation has had its definite place in bringing the war to a successful end.

Now, gentlemen, as chairman of the National War Service Committee on Window Display, I want to thank all of you for the part which you played and the splendid co-operation which you gave to the national committee. I want you to know that I appreciate the way in which you aided us and that while it took all of my time for about four months to carry on this work, I feel amply rewarded because we accomplished that which we set out to do. We did our bit and we did it well and our work has come to the attention of the biggest men of this country. The profession has been elevated and the display man has come into his own. It is now up to us to keep that record by making this organization the biggest thing in our lives. If you will but continue to work along the same line, keep up the friendship which you have formed during the war you can make the window display profession one of the honored professions of this country.

A new order of things have come about and men today know that it is good to know other men who are working in the same profession. Let us not drop back but let us forge ahead. This can only be done through such an organization as the I. A. D. M. (Applause.)

At the conclusion of his address Mr. Potter was extended a rising vote of thanks.



CLASS 16—OPEN—(BOY'S CLOTHING)—1ST PRIZE, CARL W. AHLROTH, UNION CLOTHING CO., COLUMBUS, O.

Demonstration by E. J. Berg

E. J. Berg, display manager for Burgess-Nash, Omaha, Nebraska and another past president of the I. A. D. M. was next introduced and gave a most interesting and instructive demonstration of the use of plateaux in windows. Mr. Berg is the originator of the plateau for window purposes and his demonstration was followed with the closest attention, and was rated one of the most instructive demonstrations on the program.

Wm. R. Chandler

William R. Chandler, display manager for Fountain's Big Busy Store, Greenwood, Mississippi, followed Mr. Berg with a most interesting and novel demonstration on "Unusual Ribbon Displays." In conjunction with his demonstration, Mr. Chandler offered many valuable suggestions pertinent to the general subject of merchandising. He said in part:

While our good friend George H. Lamberton has primarily scheduled me for a few minutes with ribbons, I believe he also has intimated that I will talk a bit on the real game of it all—merchandising.

We, as display men, gather annually to meet in a social way, to obtain new views, and to be inspired by and to offer inspiration to others. Each meeting and convention, I am proud to note, is a stepping stone to greater achievement for those who attend. This tends each year to a better convention, showing that these conventions are necessary and helpful, and that they are the hub around which our association revolves.

We have made ourselves recognized in the merchandising game but not by any means have we fully realized our possibilities collectively and individually.

As we better ourselves so also does our collective status as an association go onward and upward. Therefore it devolves upon and behooves each one of us in the furtherance of our profession to develop ourselves commercially. In no greater way can this be accomplished than in the study of the controlling forces and underlying principles that operate each and every time a sale is consummated, for consummation of sales, as we know, is the goal of merchandising.

Selling merchandise is the why of this convention. Walk out of this auditorium to Chicago's State street, were it not for merchandising where today would this modern thoroughfare of palatial stores be? State street is a monument to the man unsatisfied. The satisfied man is today's business curse, he who like that old Persian tentmaker Omar who said,

"Some sigh for the glories of this world
And some sigh for the prophets paradise to come,
And take the cash and let the credit go,
Nor heed the rumble of a distant drum."

Omar's business was tentmaking, but do we ever hear of the wonderful tents he made? Now gentlemen, does it not occur to you at this point that the more you know of merchandising and merchandise the better you can merchandise.

Master craftsmen have gone before us and paved the way in manner that bids us think, and when we think are we not employing that God-given force that is called into action every time a sale is made?

You, the seller, try to influence the buyer to consider the article presented for sale. Just to the extent of your knowledge of that article will the buyer's interest be aroused. Every article of no matter what nature has what we term selling points. As your knowledge of merchandise increases so also does your ability to recognize the selling points of any article.

The buyer has two attitudes of mind, the negative and the positive. By the favorable presentation of the selling points of an article we change the negative attitude to the positive—hence the sale.

Each selling point of an article has its own appeal and it is one of these appeals that causes the mind of the prospect to unconsciously look with favor and interest on that article



CLASS 19—OPEN—(FURNISHING GOODS)—1ST PRIZE, E. W. CALVIN, WERNER & WERNER, ST. LOUIS, MO.

and later with continued influence develop the desire of possession. When you have the prospect at the point where desire of possession is aroused sufficiently the sale is made.

The display man has an unusual and peculiar opportunity for the study of merchandise. He is fortunate in a greater way than the department worker who is confined to one line of merchandise.

The display man's field is unlimited, coming as he does into contact with every department and every line of merchandise; his sphere of development is limited only by his own vision.

The ambition for better things should stir him to take advantage of this opportunity. Each department of the store is at some time dependent upon him for a certain amount of its sales and he should have a fundamental knowledge of sales producing methods that will at once allow him to determine how best to plan his display in a manner to present the selling points of the merchandise most potently. In



CLASS 20—OPEN—(SHOES)—1ST PRIZE, WALTER E. ZEMITZSCH, FAMOUS & BARR, ST. LOUIS, MO.

display work you can profit by sales knowledge just as greatly as the salesperson who by persuasive tongue seeks directly to influence the buyer.

No matter how artistic your display is, fundamentally it should appeal in a selling sense, as I reiterate, selling merchandise is the why of it all. We who display, appeal through the medium of sight. I might, with a bit of license, say that we appeal in an esthetic way. We are an association of men who by their efforts and creative ability influence by means of the beautiful. But we who display have a difficult task, for while we must create beautiful displays we must also have embodied in these displays selling points.

While our displays are planned with a touch of the beautiful these selling points must be inculcated therein in such a way that they who look must unconsciously have awakened in their beings the desire of possession.

How, you say, are we to do this? Primarily by studying the principles of selling. Unless you know you cannot show. Be unsatisfied, or in other words realize how small you are in the scheme of things and in this realization seek to enlarge your vision. This can only be done by studying the merchandise itself, by delving deeply into its history, its derivation, its benefits, and lastly, what appeal or appeals of humanity it will answer.



CLASS 21—OPEN—(STATIONARY, ETC.)—1ST PRIZE, RAYMOND T. WITNAH, CROSBY BROS. CO., TOPEKA, KANS.



CLASS 22—OPEN—(JEWELRY, CUT GLASS, ETC.)—1ST PRIZE, JOHN C. MACKEY, RICH & BROS. CO., ATLANTA, GA.

When we constantly study these questions we unconsciously are developing ourselves to better represent our profession, and, since we have chosen as our vocation this profession of wonderful possibilities, why not expend our greatest endeavor in making it an association of men, each known nationally as a sales creator. (Applause.)

V. L. Carson's Talk and Demonstration

V. L. Carson, display manager for The Guarantee Shoe Company, San Antonio, Texas, was then introduced and presented a most instructive demonstration and talk on "Specialty Shoe Displays." Mr. Carson is a master in the art of handling shoes

and a merchandising expert of no mean ability, and his forceful arguments and snappy work on the platform made a tremendous impression with the delegates present. His talk follows:

Mr. President and Fellow Display Men:

The program committee has allotted to me this subject: "Shoe Displays That Attract; and, Having Attracted, Sell."

I believe you will agree with me when I remind you that such displays have been sadly neglected—particularly that important element that appeals to the taste or reason of people and hereby induces sales.

The reason for this, in my opinion, is plain. A great many specialty shoe houses have no regular display man.



CLASS 23—OPEN—(SPORTING GOODS)—1ST PRIZE, RAYMOND T. WHITNAH, CROSBY BROS. CO., TOPEKA, KAN.



CLASS 24—OPEN—(HARDWARE)—1ST PRIZE, OTTO LASCHE, ST. LOUIS, MO.

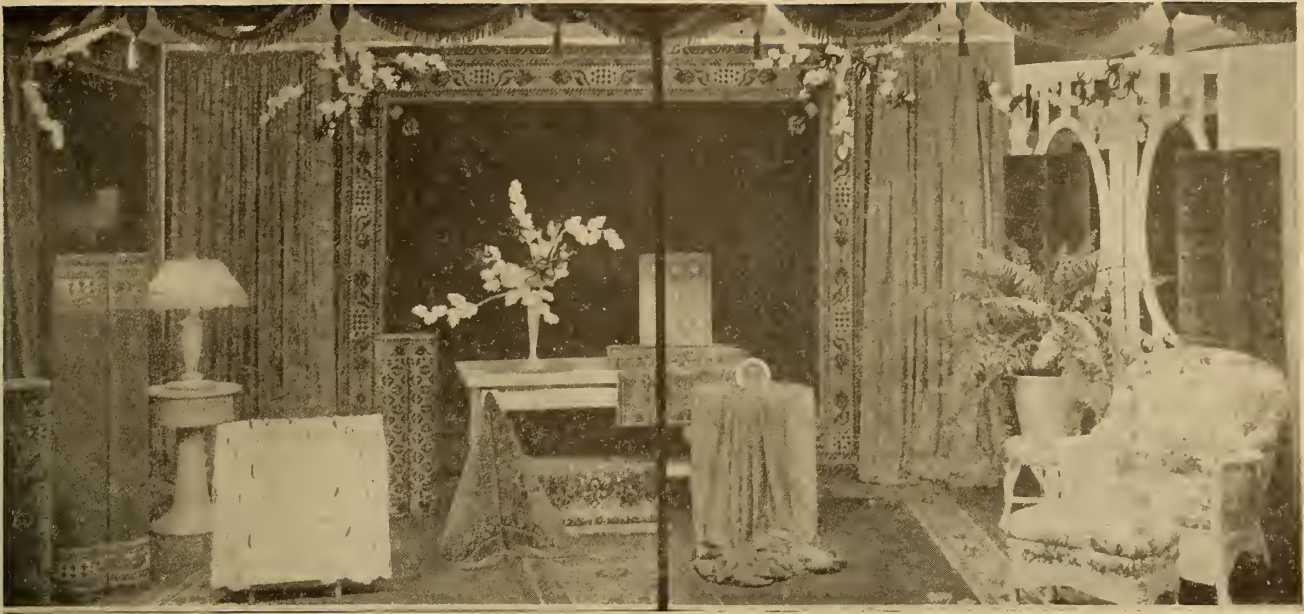
Talk with the men in charge and you will discover that the one thing they dislike most is to dress their windows for a display. Being so disposed, any attempt they may make is half-hearted and, therefore, foredoomed to disappointment and probably failure. Moreover, I meet quite a number of display men who do not like to display shoes; and when I inform them that shoes are all I have to display, they exclaim: "Good Night! I am glad it is you and not I." Such men appear to think that a portion of cowhide is all there is to a pair of shoes; and, surely, that there is nothing pretty about a piece of cowhide. Naturally, I am obliged to dissent from this view, for in the process of manufacture that

cowhide is made beautiful. Moreover, I have been engaged in the shoe business seventeen years and I like to display shoes.

As a rule, shoe displays throughout the country are too heavy—entirely too heavy. Go, if you will, to any city (for Chicago is no exception) and you will find shoe displays built from the bottom to the very top of windows; and, to make a bad matter worse, you will find the same arrangement continued week after week—sometimes month after month. Of course those in charge at such stores have the shoes removed and cleaned, but no change is made sufficient to command attention.



CLASS 25—OPEN—(MUSICAL INSTRUMENTS)—1ST PRIZE, ELLIS P. LAVIN, YOWELL-DUCKWORTH, ORLANDO, FLA.



CLASS 26—OPEN—(CARPETS, DRAPERIES, ETC.)—1ST PRIZE, J. WALTER JOHNSON, POWERS FURN. CO., PORTLAND, ORE.

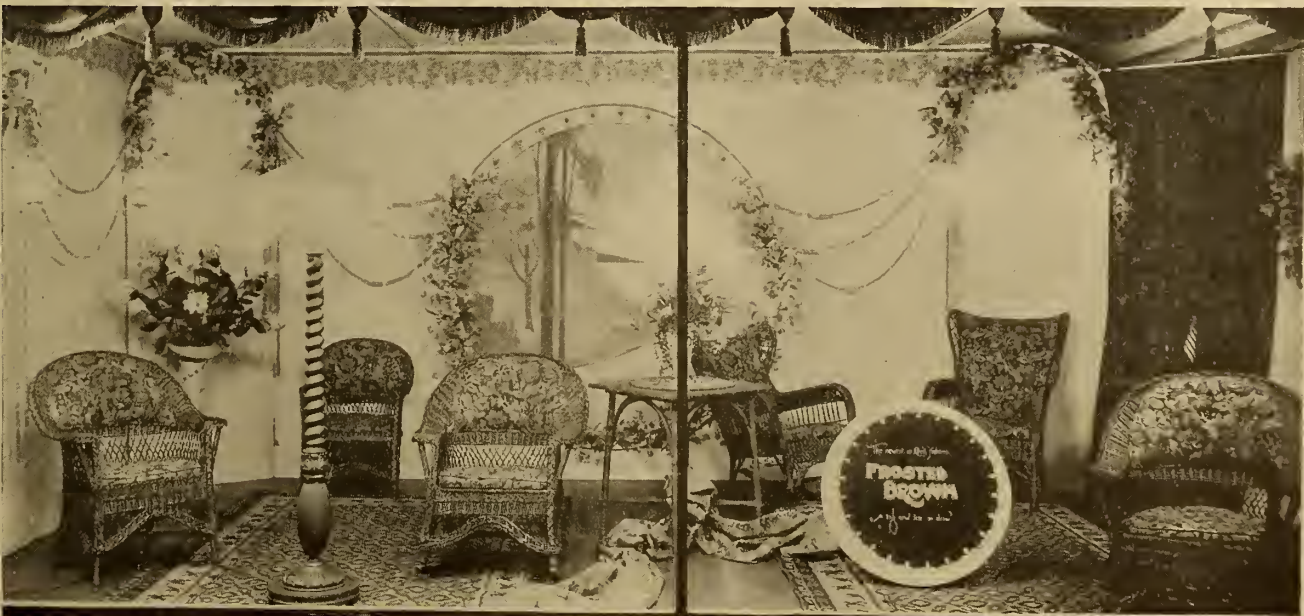
Yet attention (favorable attention) is the one main thing a display must win, or fail. Command such attention and your battle will be half won. When I began service with my firm, four and one-half years ago, it was using heavy displays, and doing an annual business amounting to \$250,000. I substituted light displays and our annual turnover is now \$750,000—or a half million dollars more than the store's total when I began. I feel that lighter windows and specialty windows have had something to do in achieving this percentage of gain.

My principals in the various places where I have served as display manager during the last fifteen years not infrequently have said to me: "Now, Carson, we don't want any flowers or fancy work in our men's windows; make it a plain window and put in plenty of shoes, for that is what the people like to see."

I hold just the opposite view. Men do like to see flowers in show windows and they like to see such windows classy and well-trimmed. True, men may not yell that you have

produced a pleasing effect, but the trimmings I have mentioned will please men just the same.

Inasmuch as I am with a specialty shoe house, let me occupy a few moments of your time by telling you something of the "lasting" and "forming" of a shoe. You display men who are with large clothing, department, and similar stores are troubled but little, if at all, with the "forming" and "lasting" of shoes; but a display man in the specialty store receives a last with the stock numbers of what he is to display. Hence it is up to him to get out the shoes, take them to his display room and last them. Inasmuch as it requires from thirty to fifty minutes to "last" and "form" a high shoe, the display man has no easy task. If he has been using a wooden form, he will have the tops to care for; and if he happens to use an electric iron, he will discover that the linings of his shoes must be wet thoroughly and cold starch applied. After that he slips in a Miller Shoe Tree, especially made for ironing, laces up the shoe and places it on the iron. This requires quite a while and after all the wrinkles have been ironed



CLASS 27—OPEN—(FURNITURE)—1ST PRIZE, F. O. REYER, BALLE-BRODERSEN CO., DENISON, IOWA.



CLASS 28—OPEN—(DRUGS)—1ST PRIZE, ELLSWORTH H. BATES, C. W. KLEMM, INC., BLOOMINGTON, ILL.

out of the shoe, the shoe is removed and placed on a table to dry. The longer it remains on the last, the longer it will hold its shape.

Before making a demonstration of shoes for women, I will say that I have found that there is a great deal of difference (or, in any event, there should be a great deal of difference) between displays of shoes for men and displays of shoes for women. Women buy more shoes—there is no question of that. They appreciate attractive windows and the price is of no object. No doubt you observed in my display for men's shoes that no tickets were placed on the shoes. You will observe the same omission here.

This is my reason: shoes are so high-priced that if I were indeed to price them, the sums might scare people away. I have tried both ways and have found that displays omitting prices pay best. The question with the American people today is—not price, but prompt delivery.

Two weeks ago I announced a White Week. Every shoe in the window (or two windows, rather) possessing color was withdrawn. All that was to be seen by passersby was a striking display in white.

Did it pay? you inquire.

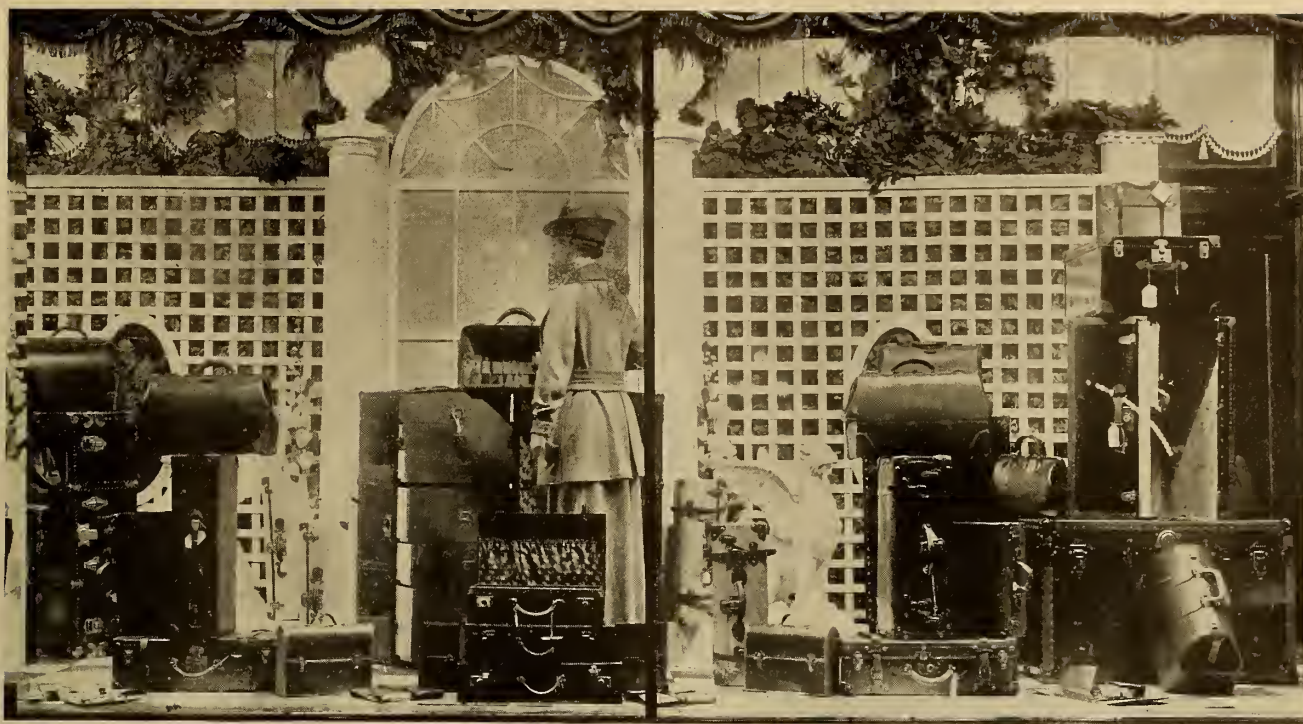
It did and paid big.

Moreover, we sold other shoes also, a fact that demonstrates beyond contradiction that such a display will persuade people to call for black, tan, gray, or whatever color it be that they wish, without regard to whether those particular colors are or are not displayed.

I am placing these shoes in pairs. I believe a pair of shoes shows to better advantage than a single shoe. Whenever I see a single shoe displayed, I always think: where is the other one, and this distracting thought works against the success of the display. When placing ladies' shoes in a window, there are a few points I think well to follow: women



CLASS 29—OPEN—(GROCERIES)—1ST PRIZE, CHARLES E. FLESHMAN, DOW DRUG CO., CINCINNATI, O.



CLASS 30—OPEN—(LEATHER GOODS, ETC.)—1ST PRIZE, WALTER K. BEST, TURNER, EBINGER CO., MARIETTA, O.

like to see the heel of the shoe; the inside of an arch; and today they are especially interested in the vamp line. These are points that should be remembered not only, but observed by every display man.

I change my windows, particularly those showing displays for women, every two or three days, giving people something new each change. In this way, I show all the shoes there are to be shown—not all at a time—but in the manner they should be shown. Such displays will sell a woman today; yet tomorrow she will return and, seeing a pair of walking shoes displayed, come in and buy a pair of them. True, she could have made this purchase the day before, but at that time she had not made up her mind that she wanted them—the solid display is what sells her. Week in and week out, you will find that such displays will pull. Any merchant who is live enough to stage such displays will add quickly to the coin in his cash register. Fortunately, I am engaged by such a firm; otherwise I never would have been able to put on the displays I have. Perhaps a great many of you men have had interesting experiences along this line. Have you never had a display about completed and as you were about to crawl out of the window, have your “boss” breeze in and say: “Wait a minute!” Here are twelve pairs of children’s shoes that must go in that display.” Perhaps you answered: “Well, Mr. Jones, they are not going to look right in there,” only to hear him come back with: “Oh, that’s all bosh! They will look alright. They’ll have to go in anyway.” Now what do you do in a case like that?

While I have this ladies’ display here let me show you how the boss’ idea is going to look. It doesn’t look “right,” does it? It certainly doesn’t, and for a good and sufficient reason—it isn’t “right.” It’s about as bad as going to a concert and hearing a trombone player play a couple of notes after the other members of the orchestra have stopped! You want to go home, don’t you—and go home *right away*. This comparison is entirely fair: if there is discord in your show window people will pass you up.

If you will indulge with me a bit further, I will refer to two points not included in the assignment given me by the program committee. One of these points is: What Kind of a Booster Are You for the I. A. D. M.? Quite a number of

us may come to this convention, make a loud noise, then return home and say nothing. Gentlemen, there are many men (some of whom belong to the Display Men’s Association and some who do not) who work in stores where their efforts are seriously handicapped; yet for reasons satisfactory to them, they believe themselves unable to make a change of position at the present time. These men need the aid of a good, live booster, someone who will give them a man-to-man slap on the shoulder and express faith in their nerve to pull through. Having been in just their position, I know now what such encouragement would have meant to me. Real boosters of this sort I have described will make the I. A. D. M. three times—yes, more than three times—as large as it is today. And, mind you, there is no need to wait until you return home to make this momentous decision—decide now.

The second point to which I would make reference is the degree of consideration which we should give, but all too often withhold, from our friend, the traveling salesman. You know, fellow-members, the traveling salesman comes to us twice each year, often traveling a long distance. He brings new merchandise, new ideas, the news and the latest scandal, yet I am sorry to say that some of us sometimes fail to extend to him that courtesy we all should inevitably show. We neglect to keep our dates. We arrange to meet him in the sample room, then let him wait our coming in vain. We have telephones and we do not use them. In short, we do not show this man such treatment we ourselves would expect if we were salesmen in his city and had an appointment to see him. Gentlemen, is this fair? If it should so happen that we simply cannot keep our dates, the least we can do, isn’t it, is to transmit him this information and arrange another definite date? If you had traveled thousands of miles to see him, would you consider that he had treated you fairly if he showed no regard for your time? It matters not whether we have bought or not bought, we owe it to this man to give him the once-over. One must do this if he is to maintain his self-respect. Moreover, who knows when we will want some of his merchandise (perhaps in a hurry and badly) or desire that he do us a favor? Let’s make it fifty-fifty, friends, for the salesman has rights that deserve and should receive our respect.



CLASS 31—OPEN—(PATRIOTIC DISPLAY)—1ST PRIZE, H. H. SEAY, CHARLESTON, W. VA.

You will gather from this that I am a firm believer in specialty shoe windows for specialty shoe stores. I have proved with my firm, during the last four years and a half, that such windows do attract and do sell merchandise.

In conclusion, let me say that there is but one recipe for the display man who is ambitious to make better shoe displays, and that recipe consists of just seven words. Here they are:

"Fall in love with shoes, *then work.*"

I thank you.

President Pierce and George H. Lamberton, Chairman of the Program Committee, then made several announcements after which adjournment was taken until 9:30 A. M. the next day, Tuesday, July 15.

Tuesday Morning Session

The morning session of Tuesday, July 15, was opened at 9:30 o'clock with President Pierce in the chair. Following a few preliminary announcements Walter E. Zemitzsch, display manager for Famous & Barr Company, St. Louis, Mo., was introduced. Mr. Zemitzsch gave a most instructive and pleasing talk and demonstration on the "Arrangement of Flowers" presenting the proper color harmonies and selection of flowers for the various seasons and character of merchandise shown.

President Pierce then announced that because of the educational features of L. F. Dittmar's demonstration, he (Mr. Pierce) thought it advisable to place the Dayton artist on the program at one of the early sessions instead of holding over until Thursday, and Mr. Dittmar was then introduced to

the delegates. Mr. Dittmar is a "live wire" display artist and one of the most tireless workers in the Association and his talks and demonstrations are always features of I. A. D. M. meetings. Mr. Dittmar illustrated his talk with stereopticon slides.

L. F. Dittmar then conducted the reading of the questions and suggestions deposited in the question box, the purpose of which he outlined in his address to the convention.

A. V. Fraser Introduced

In the midst of the reading of the suggestions, Arthur V. Fraser, director of the display department for Marshall Field & Company, Chicago, entered the convention hall and was immediately escorted to the platform and introduced by President Pierce. Display men immediately arose to their feet and welcomed the world famous artist with thunderous applause and cheers. Mr. Fraser responded as follows:

It is surely a pleasure to attend your meeting and receive the kindness that you have just extended to me. I haven't the words to express what I feel towards you gentlemen. All I have to say is that I am in the same profession and I have been in this line of work for 24 years with Marshall Field & Company, the same house, and I am trying to know what I am doing and to do the best that I can, and I hope that all of you will try and understand your business as I am trying to understand mine, and try to make a success, as I am trying to do; not for my own sake but for the sake of all of us.

I am not working for myself. I am working for the United States, for the whole country. We have demonstrated that by patriotic displays that we have made from time to

time. I have had the pleasure of calling on some of our Chicago decorators and everybody was interested to such an extent that they made Chicago famous by the work that they have done. I feel proud that they have helped me in expressing what we would do for Uncle Sam.

Now, we want to do something for ourselves. I hope you will all study and enjoy your work as much as I do, men, and that we will all be successful in the end. I thank you, gentlemen. (Applause.)

THE PRESIDENT: I am sure that we are mighty pleased, all of us, to have met Mr. Fraser, and we have enjoyed his few remarks and we now know what the world renowned figure in the decorative line looks like.

Tuesday Afternoon Session

At the opening of the third session President Pierce introduced Allan H. Kagey, display manager for Mandel Brothers, Chicago, who voiced his pleasure at being present and congratulated the men of the Association on the great success of the meeting.

Harry W. Tobey, display manager for Greenfield Clothing Company, Wichita, Kansas, was then introduced and gave an exceedingly interesting and novel demonstration on "Bathing Suits," using a number of bathing scene pictures in conjunction.

Another Kansas artist was next presented in the person of Raymond T. Whitnah, display manager for Crosby Bros. Company, Topeka. Mr. Whitnah, during the past few years, has become nationally known as a display artist, and his demonstration and talk on "Linking the Window Display with

National Advertising" was artistic and enthusiastically received by the delegates in attendance.

Thirty minutes were then devoted to open discussion during which time several members spoke and a number of extremely valuable suggestions were brought out, particularly the one later put in the form of a motion, which was carried, to the effect that at the convention of 1920 and subsequent meetings only those holding membership cards will be admitted to the educational sessions. Mr. Amdahl of Spokane strongly advocated a campaign to interest the merchant in the affairs of the International Association of Display Men, while Ex-President E. J. Berg of Omaha impressed upon the officers and members of the various committees the absolute necessity of preparing and distributing educational matter to be used in organizing new local associations.

The allotted period for open discussion at this session having elapsed, Jack Cameron, display manager for the Harris-Emery Company, Des Moines, Ia., was introduced. Mr. Cameron took for his subject, "Drapes from Famous Stores," and his demonstration proved to be one of the gems of the program. During his work Mr. Cameron brought out many interesting points and views relative to window displays of various natures. He read an editorial which he characterized as a fitting testimonial to the importance of display and the display man.

Mr. Cameron then produced several beautiful



CLASS 33—OPEN—1ST PRIZE, LESLIE D. SLACK, A. LIVINGSTON & SONS, BLOOMINGTON, ILL.



CLASS 34—OPEN—(BEST BOOTH)—1ST PRIZE, H. L. VANVALKENBURG, PAUL STECKETTE & SONS, GRAND RAPIDS, MICH.

drapes, at the completion of each calling on the delegates to state from which store the drape was taken. Style drapes were presented from Marshall Field & Company, Carson, Pirie, Scott & Company, and Mandel Brothers, three of the world-famed State Street stores, Chicago. Mr. Cameron concluded his demonstration with his original double-bowl draped. He was given a great ovation as he concluded.

Clement Kieffer, Jr., display manager for C. A. Weed & Company, Buffalo, N. Y., and Chairman of the Executive Committee, then reported the results of the meeting of the Executive Committee and Board of Directors held on the previous day when

these bodies meeting in conjunction nominated officers for the ensuing year. The selection of the committees were as follows:

For President: E. Dudley Pierce, Buffalo, N. Y., for second term; Walter E. Zemitsch, St. Louis, Mo.; Raymond T. Whitnah, Topeka, Kas., and Clement Kieffer, Jr., Buffalo, N. Y.

For 1st Vice-President: L. F. Dittmar, Dayton, Ohio; M. J. B. Tennent, Portland, Oregon, and J. H. De Witt, Wichita, Kansas.

For 2nd Vice-President: Bert Cultus, Tacoma, Washington.

For 3rd Vice-President: James R. Trehwella, New York, N. Y.

For Secretary: William H. Hinks, Minneapolis, Minn., and T. Guy Duey, Grand Rapids, Mich.

For Treasurer: L. A. Rogers, Detroit, Michigan.

The Executive Committee for the ensuing year was named as follows: B. W. Christophel, Pittsburgh, chairman; Carl Amdahl, Spokane, Wash.; George F. McConnell, Montreal, Can.; Edmund K. Lummus, Montreal, Can.; E. J. Berg, Omaha, Neb.; Charles F. Wendel, Detroit, and Morten L. Hoffstadt, Charleston, W. Va.

The President then introduced another State Street display manager, William A. McCormick of the Boston Store, Chicago. He was greeted with great applause and responded as follows:

"My ability is not adequate to allow me to tell you how much I appreciate the courtesy shown me here and I have come to realize the importance of this organization. I have seen it grow, although I was not a member. I remember about 12 years ago that you had a meeting at the Saratoga



CLASS 35—OPEN—(DECORATED FLOAT)—1ST PRIZE, HERBERT DANIELS, J. F. CAIRNS, LTD., SASKATOON, SASK.

Hotel in Chicago, and Mr. Edward M. Goldman—I guess he is in London at the present time—was then the President of the Association, and Mr. Ed O'Malley was secretary, and I think at that time about 25 to 30 display men were present. It surely shows there has been wonderful progress made and I believe that the State Street men who used to think that there wasn't much advantage in belonging to it have come to realize that the rest of the county is vigorously backing it, and I believe that State Street will do so. (Applause.)

After Mr. Dittmar had read the results on the display men's salary average as taken in the morning session, adjournment was taken until 9:30 o'clock, Wednesday morning.

Wednesday Morning Session

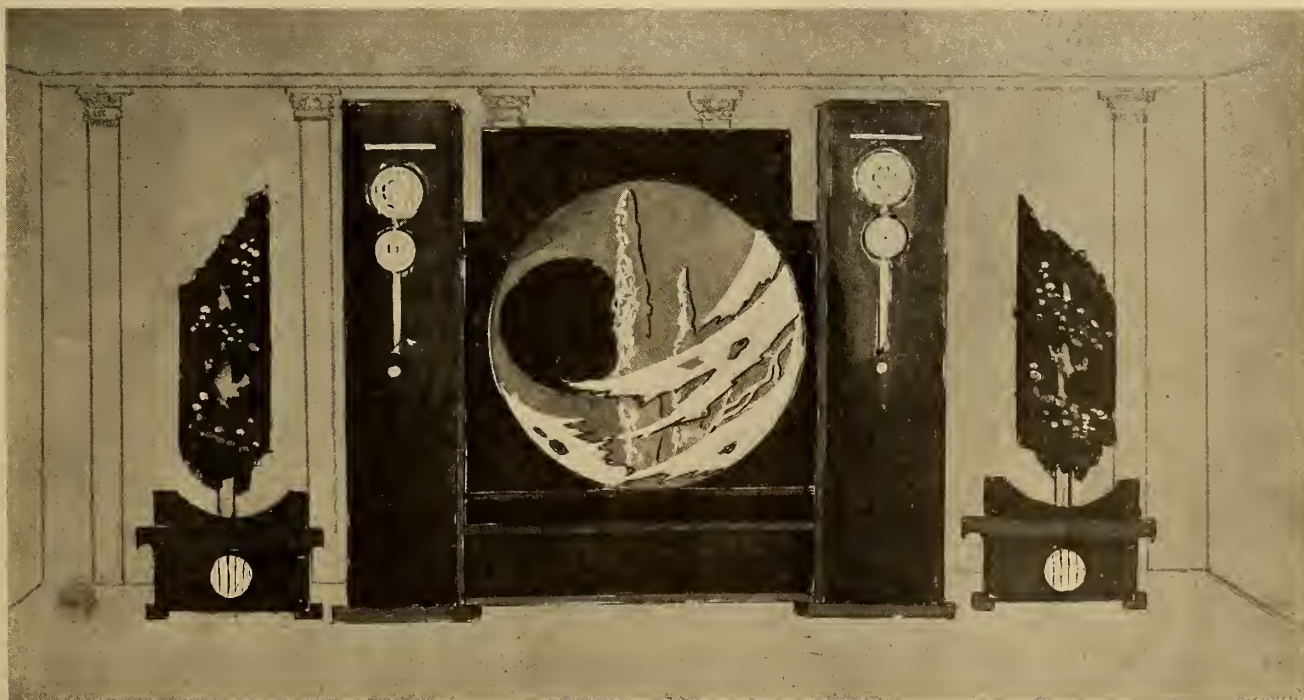
The session was called on scheduled time with President Pierce presiding. Several announcements were made before Homer H. Seay was introduced as the first on the Wednesday program. Mr. Seay is display manager for Walker Dry Goods Company, Charleston, W. Va., and one of the foremost display artists in the country. He is particularly an expert in the making of backgrounds and cut-outs from composition board and it was on this important phase of window equipment that Mr. Seay demonstrated. His work was closely followed and provided a wealth of educational points for the display men. This demonstration was one of the most beneficial of a long list of high-class exhibitions.

The reports of the various committees followed Mr. Seay's demonstration, after which L. F. Dittmar read more of the questions and suggestions taken from the "question box." A roll call by states was taken and in speaking for the delegates from Washington, Bert Cultus, display manager for Rhodes Bros., Tacoma, announced that he is to

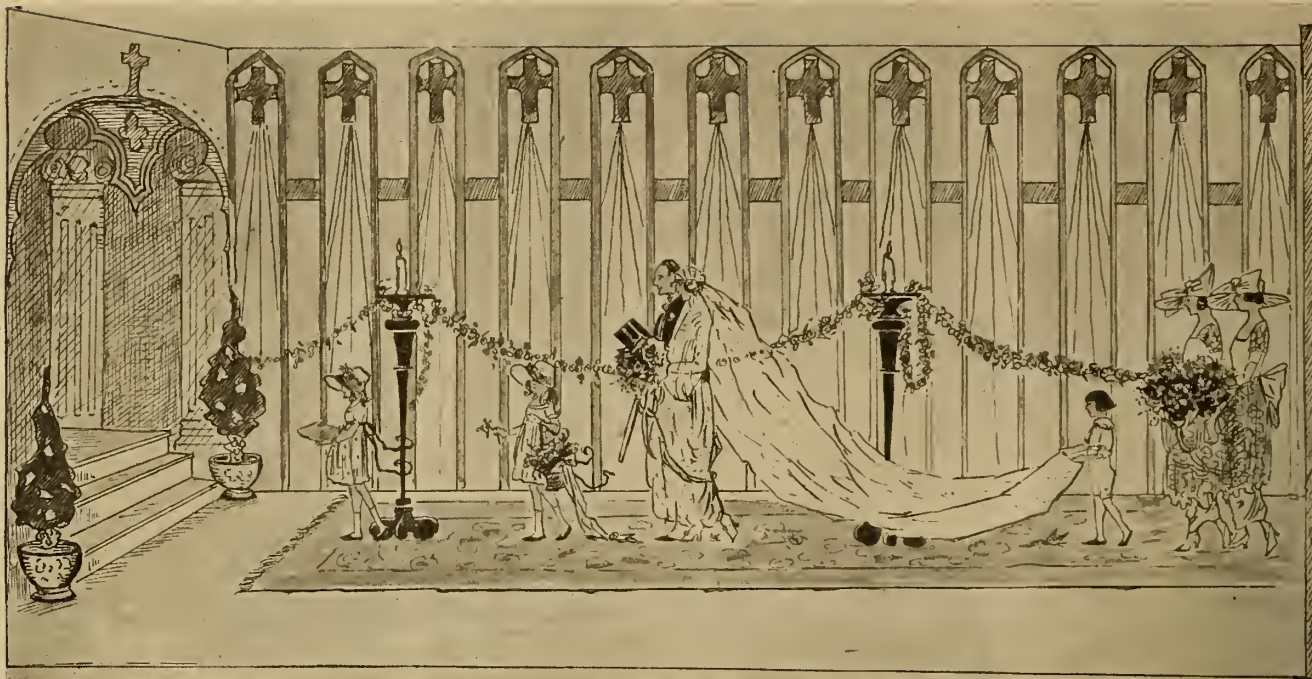


CLASS 36—OPEN—(POST DISPLAY)—1ST PRIZE, RAYMOND T. WHITNAH, CROSBY BROS. CO., TOPEKA, KANS.

donate a trophy, to be known as the State of Washington trophy, to be awarded to the biggest state delegation attending the I. A. D. M. convention of next year.



CLASS 37—OPEN—(WINDOW BACK-GROUND)—1ST PRIZE, MORTEN L. HOFFSTADT, THE PEOPLES' STORE, CHARLESTON, W. VA.



CLASS 38—OPEN—(WINDOW DISPLAY)—1ST PRIZE, MORTON L. HOFFSTADT, THE PEOPLES' STORE, CHARLESTON, W. VA.

J. W. Foley, editor of *MERCHANTS RECORD AND SHOW WINDOW*, the official organ of the International Association of Display Men, then announced the winners in the annual contest of *MERCHANTS RECORD AND SHOW WINDOW*. A complete list of winners is printed on another page of this issue.

Secretary D. B. Bugg then announced the winners in the I. A. D. M. contest for 1919. The results are as follows:

Open Classes

Class 1—1st prize, Jack Cameron, Harris Emery Co., Des Moines, Iowa; 2nd prize, Jack Cameron, Harris Emery Co., Des Moines, Iowa; 3rd prize, Ellsworth H. Bates, C. W. Klemm, Bloomington, Ill.

Class 2—1st prize, W. Murray Cordry, Rosenbaum Bros., Cumberland, Md.; 2nd prize, W. Murray Cordry, Rosenbaum Bros., Cumberland, Md.; 3rd prize, Fred Johansen, A. Holthausen, Union Hill, N. J.

Class 3—1st prize, Ellsworth H. Bates, C. W. Klemm, Bloomington, Ill.; 2nd prize, Walter E. Zemitzsch, Famous & Barr Co., St. Louis, Mo.; 3rd prize, Clarence E. Duff, The Leader Store, Marietta, Ohio.

Class 4—1st prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 2nd prize, Herbert Daniels, J. F. Cairns, Ltd., Saskatoon, Sask., Canada; 3rd prize, Jack Cameron, Harris Emery Co., Des Moines, Iowa.

Class 5—1st prize, Fred Johansen, A. Holthausen, Union Hill, N. J.; 2nd prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.; 3rd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas.

Class 6—1st prize, Walter E. Zemitzsch, Famous & Barr Co., St. Louis, Mo.; 2nd prize, Walter E. Zemitzsch, Famous & Barr Co., St. Louis, Mo.; 3rd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah.

Class 7—1st prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 2nd prize, G. S. Robinson, Walter E. Bedell, Inc., Buffalo, N. Y.; 3rd prize, Clarence E. Duff, The Leader Store, Marietta, Ohio.

Class 8—1st prize, Walter E. Zemitzsch, Famous & Barr Co., St. Louis, Mo.; 2nd prize, Leslie D. Slack, A. Livingston & Sons, Bloomington, Ill.; 3rd prize, Jack Cameron, Harris Emery Co., Des Moines, Iowa.

Class 9—1st prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 2nd prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va.; 3rd prize, Herbert Daniels, J. F. Cairns, Ltd., Saskatoon, Sask., Canada.

Class 10—1st prize, Ellsworth H. Bates, C. W. Klemm, Bloomington, Ill.; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, Fred Johansen, Zemitzsch, Famous & Barr, St. Louis, Mo.

Class 11—1st prize, Clarence E. Duff, The Leader Store, Marietta, Ohio; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, Fred Johansen, A. Holthausen, Union Hill, N. J.

Class 12—1st prize, Walter Lantaff, J. N. Adam & Co., Buffalo, N. Y.

Class 13—1st prize, J. Walter Johnson, The Powers Furniture Co., Portland, Ore.; 2nd prize, J. Walter Johnson, The Powers Furniture Co., Portland, Ore.; 3rd prize, H. R. Claudius, Foster-Ross & Co., Auburn, N. Y.

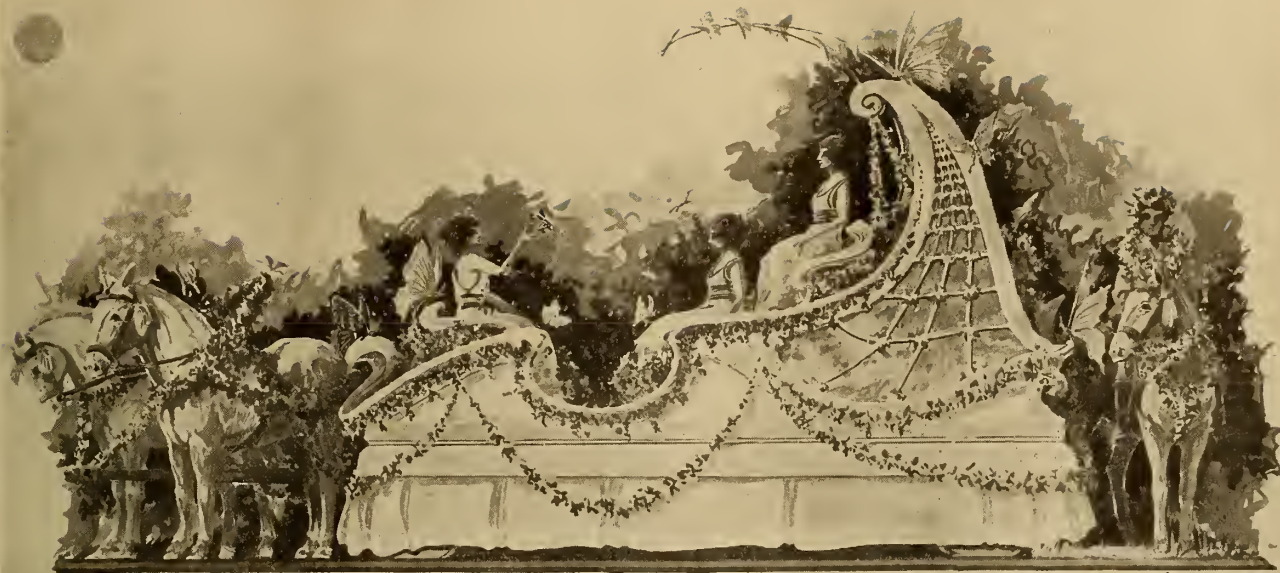
Class 14—1st prize, Fred Johansen, A. Holthausen, Union Hill, N. J.; 2nd prize, Leslie D. Slack, A. Livingston & Sons, Bloomington, Ill.; 3rd prize, A. A. Hansen, F. G. Clayton Co., Detroit, Mich.

Class 15—1st prize, Carl W. Ahlroth, Union Clothing Co., Columbus, Ohio; 2nd prize, E. J. Berg, Burgess-Nash Co., Omaha, Neb.; 3rd prize, John F. Looock, Georges, Buffalo, N. Y.

Class 16—1st prize, Carl W. Ahlroth, Union Clothing Co., Columbus, Ohio; 2nd prize, Homer H. Seay, Walker D. G. Company, Charleston, W. Va.; 3rd prize, Lewis L. Kehr, Frankenberger's, Charleston, W. Va.

Class 17—1st prize, L. L. Wilkins, Jr., Crook-Record Co., Paris, Texas; 2nd prize, Clarence E. Duff, The Leader Store, Marietta, Ohio; 3rd prize, Walter E. Zemitzsch, Famous & Barr Co., St. Louis, Mo.

Class 18—1st prize, Walter E. Zemitzsch, Famous &



CLASS 39—OPEN—(SUGGESTION FOR FLOAT)—1ST PRIZE, VERN L. CARSON, THE GUARANTY SHOE CO., SAN ANTONIO, TEXAS.

Barr Co., St. Louis, Mo.; 2nd prize, Carl W. Ahlroth, Union Clothing Co., Columbus, Ohio; 3rd prize, E. W. Calvin, Werner & Werner, St. Louis, Mo.

Class 19—1st prize, E. W. Calvin, Werner & Werner, St. Louis, Mo.; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas.

Class 20—1st prize, Walter E. Zemitzsch, Famous & Barr Co., St. Louis, Mo.; 2nd prize, W. Murray Cordry, Rosenbaum Bros., Cumberland, Md.; 3rd prize, H. E. Whitlam, R. H. Fyfe & Co., Detroit, Mich.

Class 21—1st prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 2nd prize, Walter K. Best, Turner-Ebinger Co., Marietta, Ohio; 3rd prize, Walter E. Zemitzsch, Famous & Barr Co., St. Louis, Mo.

Class 22—1st prize, John C. Mackey, M. Rich Bros. Co., Atlanta, Ga.; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas.

Class 23—1st prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 2nd prize, W. O. Johnson, Edmonton, Alberta, Canada; 3rd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas.

Class 24—1st prize, Otto Lasche, St. Louis, Mo.; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, E. W. Calvin, Werner & Werner, St. Louis, Mo.

Class 25—1st prize, E. P. Lavin, Yowell-Duckworth Co., Orlando, Fla.; 2nd prize, J. Walter Johnson, Powers Furniture Co., Portland, Ore.; 3rd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas.

Class 26—1st prize, J. Walter Johnson, Powers Furniture Co., Portland, Ore.; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, P. S. Williams, Scruggs Vandervoort & Barney, St. Louis, Mo.

Class 27—1st prize, F. O. Reyer, Balle Brodersen Co., Denison, Iowa; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, J. W. Johnson, Powers Furniture Co., Portland, Ore.

Class 28—1st prize, Ellsworth H. Bates, C. W. Klemm, Bloomington, Ill.; 2nd prize, Charles E. Fleschman, Dow Drug Co., Cincinnati, Ohio; 3rd prize, Charles E. Fleschman, Dow Drug Co., Cincinnati, Ohio.

Class 29—1st prize, Charles E. Fleschman, Dow Drug Co., Cincinnati, Ohio; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, Lewis L. Kehr, Frankenberger & Co., Charleston, W. Va.

Class 30—1st prize, Walter K. Best, Turner-Ebinger Co., Marietta, Ohio; 2nd prize, J. E. Hancock, Schwabe & May, Charleston, W. Va.; 3rd prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va.

Class 31—1st prize, Curtis L. Ferrell, The Davidson Co., Hattiesburg, Miss.; 2nd prize, J. Walter Johnson, Powers Furniture Co., Portland, Ore.; 3rd prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.

Class 32—1st prize, Leslie D. Slack, A. Livingston & Sons, Bloomington, Ill.; 2nd prize, Fred Johanson A. Holthausen, Union Hill, N. J.; 3rd prize, E. Leo Harris, Roabaugh's Wichita, Kansas.

Class 33—1st prize, Leslie D. Slack, A. Livingston & Sons, Bloomington, Ill.; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, Leslie D. Slack, A. Livingston & Sons, Bloomington, Ill.

Class 34—1st prize, H. L. Van Valkenberg, Paul Steckettee & Sons, Grand Rapids, Mich.; 2nd prize, H. R. Claudius, Foster-Ross Co., Auburn, N. Y.; 3rd prize, Otto Lasche, St. Louis, Mo.

Class 35—1st prize, Herbert Daniels, J. F. Cairns, Ltd., Saskatoon, Sask., Canada; 2nd prize, V. L. Carson, Guarantee Shoe Co., San Antonio, Texas; 3rd prize, W. O. Johnson, Edmonton, Alta., Canada.

Class 36—1st prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 2nd prize, Clarence E. Duff, The Leader Store, Marietta, Ohio; 3rd prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va.

Class 37—1st prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va.; 2nd prize, Otto Lasche, St. Louis, Mo.; 3rd prize, Otto Lasche, St. Louis, Mo.

Class 38—1st prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va.; 2nd prize, Clement Kieffer, Jr., C. A. Weed & Co., Buffalo, N. Y.; 3rd prize, E. P. Lavin, Yowell-Duckworth Co., Orlando, Fla.

Class 39—1st prize, V. L. Carson, The Guarantec Shoe Co., San Antonio, Texas; 2nd prize, M. L. Hoffstadt, The Peoples Store, Charleston, W. Va.; 3rd prize, Clarence E. Duff, The Leader Store, Marietta, Ohio.

Class 40—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 3rd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah.

Class 41—1st prize, J. E. Hancock, Swabe & May, Charleston, W. Va.; 2nd prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.; 3rd prize, Herbert Daniels, J. F. Cairns, Ltd., Saskatoon, Sask., Canada.

Class 42—1st prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.; 2nd prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.; 3rd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah.

Class 43—Sweep Stakes Class—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, Carl W. Ahlroth, Union Clothing Co., Columbus, Ohio; 3rd prize, Karl G. Hoffman, St. Louis, Mo.; 4th prize, Homer H. Seay, Walker D. G. Co., Charlestown, W. Va.

Class 44—For the Best Five Pen Lettered Cards—1st prize, Geo. W. Foster, Browning, King & Co., St. Louis, Mo.; 2nd prize, B. A. Rainwater, St. Louis, Mo.; 3rd prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.; 4th prize, Geo. B. Scott, Strouse & Bros., Evansville, Ind.

Class 45—For the Best Five Brushed Lettered Cards—1st prize, Geo. B. Scott, Strouse & Bros., Evansville, Ind.; 2nd prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas; 3rd prize, O. E. Wheete, Halliburton, Abbott Co., Tulsa, Okla.; 4th prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.

Class 46—For the Best Five Air Brushed Designs—1st prize A. L. Meadows, Washer Bros., Fort Worth, Texas; 2nd prize, F. O. Reyer, Balle-Brodesen, Denison, Iowa; 3rd prize, Geo. B. Scott, Strouse & Bros., Evansville, Ind.; 4th prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas.

Class 47—For the Best Collection of Ten Show Cards—1st prize, Oscar F. Ryan, Anderson-Newcomb Co., Huntington, W. Va.; 2nd prize, E. W. Calvin, Werner & Werner, St. Louis, Mo.; 3rd prize, Homer H. Seay, Walker D. G. Co., Charleston, W. Va.; 4th prize, Raymond T. Whitnah, Crosby Bros., Topeka, Kansas.

Limit Classes

Class 1—1st prize, H. L. Van Valkenberg, Paul Steckettee & Sons, Grand Rapids, Mich.; 2nd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 3rd prize, G. S. Robinson, Walter E. Bedell, Inc., Buffalo, N. Y.

Class 2—1st prize, W. Murray Cordry, Rosenbaum & Bros., Cumberland, Md.; 2nd prize, W. Murray Cordry, Rosenbaum & Bros., Cumberland, Md.; 3rd prize, J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.

Class 3—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 3rd prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.

Class 4—No entries.

Class 5—1st prize, John C. Mackey, M. Rich Bros. Co., Atlanta, Ga.

Class 6—1st prize, C. A. F. Smith, Walker Bros. D. G.

Co., Salt Lake City, Utah; 2nd prize, R. M. Montgomery, Sloan Buchan Co., East Liverpool, Ohio; 3rd prize, J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.

Class 7—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 3rd prize, G. S. Robinson, Walter E. Bedell, Inc., Buffalo, N. Y.

Class 8—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, H. L. Van Valkenberg, Paul Steckettee & Sons, Grand Rapids, Mich.; 3rd prize, Matt Markusich, San Antonio, Tex.

Class 9—No entries.

Class 10—No entries.

Class 11—1st prize, W. Murray Cordry, Rosenbaum Bros., Cumberland, Md.

Class 12—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.; 3rd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.

Class 13—1st prize, J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.; 2nd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 3rd prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.

Class 14—1st prize, G. S. Robinson, Walter E. Bedell, Inc., Buffalo, N. Y.

Class 15—1st prize, J. H. Everetts, Wichita, Kansas; 2nd prize, John F. Loock, George's, Buffalo, N. Y.; 3rd prize, A. J. Allert, The Kleinhan's Co., Buffalo, N. Y.

Class 16—No entries.

Class 17—1st prize, Harry Swank, Crawfordsville, Ind.; 2nd prize, Harry Swank, Crawfordsville, Ind.; 3rd prize, Harry Swank, Crawfordsville, Ind.

Class 18—1st prize, W. Murray Cordry, Rosenbaum Bros., Cumberland, Md.; 2nd prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 3rd prize, Harry Swank, Crawfordsville, Ind.

Class 19—No entries.

Class 20—1st prize, E. P. Lavin, Yowell-Duckworth Co., Orlando, Fla.; 2nd prize, W. Murray Cordry, Rosenbaum Bros., Cumberland, Md.; 3rd prize, Harry Swank, Crawfordsville, Ind.

Class 21—1st prize, J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.

Class 22—1st prize, John C. Mackey, M. Rich Bros. Co., Atlanta, Ga.

Class 23—1st prize, E. E. Closkey, C. A. Weed Co., Buffalo, N. Y.; 2nd prize, R. M. Montgomery, Sloan, Buchan Co., East Liverpool, Ohio; 3rd prize, W. O. Johnson, Edmonton, Alta., Canada.

Class 24—1st prize, J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.; 2nd prize, Ed. D. O'Dea, McCarthy Bros. & Ford, Buffalo, N. Y.; 3rd prize, Otto Lasche, St. Louis, Mo.

Class 25—1st prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.; 2nd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.; 3rd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.

Class 26—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, J. E. Hopkins, Geo. A. Gray Co., Duluth, Minn.; 3rd prize, R. M. Montgomery, Sloan, Buchan Co., East Liverpool, Ohio.

Class 27—1st prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.; 2nd prize, Wm. R. Chandler, Fountain's mann Bros., Elgin, Ill.

Class 28—1st prize, C. A. F. Smith, Walker Bros. D. G. Co., Salt Lake City, Utah; 2nd prize, P. S. Williams, Scruggs Vandervoort & Barney D. G. Co., St. Louis, Mo.; 3rd prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.

Class 29—No entries.

Class 30—1st prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.; 2nd prize, J. Walter Johnson, Power's Furniture Co., Portland, Ore.; 3rd prize, J. H. Everetts, Wichita, Kansas.

Class 31—No entries.

Class 32—1st prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.; 2nd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.; 3rd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.

Class 33—1st prize, E. H. C. Ackemann, Ackemann Bros., Elgin, Ill.; 2nd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.; 3rd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.

Class 34—1st prize, J. H. Everetts, Wichita, Kansas; 2nd prize, P. S. Williams, Scruggs Vandervoort & Barney D. G. Co., Grand Rapids, Mich.; 3rd prize, Wm. R. Chandler, Fountain's Big Busy Store, Greenwood, Miss.

Wednesday Afternoon Session

The delegates remembering the sensation created by T. Guy Duey and his live models at the St. Louis convention in 1917, were on hand early Wednesday afternoon, and when the popular display manager of Wurzburg's Dry Goods Company, Grand Rapids, Michigan, was introduced not a vacant chair was to be found, and hundreds of display men and visitors were standing in the rear and at the sides of the convention hall.

The first model was draped with salmon pink taffeta silk as a foundation, with an overdrape on the skirt and bodice of cream silk lace. Ostrich pon-pons in fawn color were used over the shoulders. A bustle effect skirt was presented in this drape. The second drape, a beautiful evening gown, was of orchid metal tissue foundation with an overdrape of blue net embroidered with coral and green beads, the overdrape being caught up on the left shoulder with a cluster of silk orchids. The gown was close fitting across the bust, and the skirt presented a Turkish effect. A wide girdle of coral taffeta completed the drape. The third model was draped with peacock blue satin with a beautiful black silk lace overdrape shirred across the back covering the arms and hanging in full length. Jet bead ornaments and tassels were used in front of waist, and long strands of beads festooned gracefully from shoulders to wrists, the ends being finished with jet tassels. The fourth drape consisted of silver gray taffeta for body and navy blue georgette with embroidered design of silver. Shoulder straps of narrow metal ribbons in silver bright red gardenia were used.

Having completed his drapes on the living models Mr. Duey concluded his demonstration with a series of novel lightning drapes over fixtures. He was most enthusiastically applauded at the conclusion of the demonstration.

Clement Kieffer, Jr., display manager for C. A.

Weed & Company, Buffalo, N. Y., chairman of the I. A. D. M. Executive Committee, and one of the most popular and energetic workers in the Association, followed Mr. Duey on the program with a most interesting and instructive illustrated address on "Building Displays that Sell Goods." Mr. Kieffer is a familiar figure on I. A. D. M. convention programs, and has done much in the development of the organization.

Mr. Kieffer, by means of stereopticon slides illustrated a number of window displays of every character, carefully giving detail of each display. This demonstration introduced a number of new features of display and was of great educational value. Mr. Kieffer was given a most enthusiastic vote of thanks.

H. E. Whitelam, display manager for R. H. Fyfe & Company, Detroit, was presented and gave a remarkably clever demonstration on displaying shoes. Mr. Whitelam is in charge of the display department at Fyfe's, unquestionably one of the largest and best specialty shoe houses in the world, and he surely knows how to display shoes, as evidenced by his work on the platform. During his work he gave several valuable tips relative to displaying this particular line of merchandise.

The election of officers for the ensuing year then took place with the results as published on the second page of this report.

Election of Officers

The vote on the convention city for 1920 was next in order. Secretary D. B. Bugg read invitations from the Chambers of Commerce of Buffalo, N. Y., and Cincinnati, Ohio. Mr. Huber of the Chicago Association of Commerce then, on behalf of the city of Chicago, extended an invitation to the delegates to come back to Chicago next year.

L. A. Rogers then spoke for Detroit, and President Pierce read a telegram from New York. Carl Amdahl of The Palace, Spokane, Washington, warmly welcomed the men to Spokane, and the voting began. The result of the balloting showed Detroit to have secured 92 votes; Chicago, 75; Spokane, 1; New York, 1; and St. Louis, 1.

Adjournment was then taken until 9:30 o'clock, Thursday morning.

Thursday Morning Session

The seventh session was called to order by President Pierce promptly at 9:30 o'clock Thursday morning. Walter F. Daily, one of the oldest display men in the profession, spoke most interestingly to the boys about younger days of the Association and of his work as a display man in New Orleans, Louisiana.

George B. Scott, display manager for Strouse & Bros., Evansville, Indiana, was next introduced and proceeded with a demonstration of unusual

merit on "Making Show Cards." Mr. Scott is an expert on making show cards and brought out many exceedingly valuable pointers relative to show card making and card writers' supplies.

John F. Loock, display manager for Georges, Buffalo, N. Y., was next on the program, giving a clever demonstration on displaying men's suits and furnishings. Mr. Loock explained in detail his work and also brought out a number of extremely valuable principles and details of general display.

His demonstration and address were replete with educational features and Mr. Loock was given a round of cheers as he concluded.

George F. McConnell, display manager for Jassby's, Montreal, Can., was to have demonstrated but his material failed to arrive, so the popular Canadian artist briefly addressed the delegates on "My Idea of a Successful Window Display."

Following the awarding of the I. A. D. M. contest prizes by D. B. Bugg, the session was ended and adjournment taken until 2 o'clock in the afternoon.

Thursday Afternoon Session

The final session of the meeting was called to order by the president on scheduled time and A. L. Jones, Charles A. Stevens & Bros., Chicago, was introduced. Mr. Jones, an artist of unusual attainments spoke of State street windows in general and of the methods employed in the display department at Chas. A. Stevens & Bros., and concluded with questioning the display men present relative to many important phases of display work. His talk and innovation of questioning from the platform made a decided hit with those in attendance and he was roundly applauded at the conclusion of his talk.

Fred Johansen, display manager of A. Hothausen, Union Hill, N. J., another man of national prominence in the display field followed Mr. Jones on the program with an excellent demonstration on men's furnishings, showing how this character of display is made in New York.

The winners of the Esterbrook Pen Manufacturing Co. contest were then announced. The winners are listed on another page of this issue.

MERCHANTS RECORD AND SHOW WINDOW; official organ of the I. A. D. M. since the association's conception was enthusiastically retained as the official organ. President Pierce then officially announced the results of the elections of the previous day, a report of which is to be found on the second page of the convention report as published in this issue.

Committees Appointed

The appointment of committees for the ensuing year was next in order and President Pierce named the following:

Program Committee: Charles F. Wendel, J. L. Hudson Company, Detroit, Mich., chairman; L. A. Rogers, J. D.

Mabley, Detroit, Mich.; George H. Lamberton, Chicago; Horace Tracey, J. R. Palmenberg Sons, Inc., New York City; J. F. Loock, Georges, Buffalo, N. Y.; B. J. Millward, Mannheimer Bros., St. Paul, Minn.

Publicity Committee: James W. Foley, Editor MERCHANTS RECORD AND SHOW WINDOW, Chicago, chairman; C. J. Potter, Drygoodsman, 231 W. 39th St., New York City; George J. Cowan, Dry Goods Reporter, Chicago, and H. C. Mennefee, Cincinnati, Ohio.

Educational Committee: A. E. Hurst, 231 W. 39th St., New York City, chairman; Carl Amdahl, The Palace, Spokane, Wash., and S. G. R. Lacey, Toronto, Can.

Membership Committee: Samuel R. Weiss, The Emporium, Detroit, Mich., chairman; Walter R. Lantaff, J. N. Adam & Co., Buffalo, N. Y., and William H. Weisman, O. M. Wilson & Company, Pittsburgh, Pa.

Following a few announcements by the president, the 22nd Annual Convention of the I. A. D. M. was adjourned, members to meet in Detroit the second Monday of July, 1920.

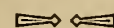


Executive Committee Meeting

At 5 o'clock, Monday afternoon, the Executive Committee convened in conjunction with the Board of Directors in Parlor O of the Hotel Sherman with the following presidents of local organizations in attendance:

B. A. Rainwater, St. Louis, Mo.; William H. Hinks, Minneapolis, Minn.; B. J. Millward, St. Paul, Minn.; L. F. Dittmar, Dayton, Ohio; A. C. Dannenfeld, Salina, Kas.; E. J. Berg, Omaha, Neb.; John F. Loock, Buffalo, N. Y.; Karl M. Amdahl, Spokane, Wash.; J. H. De Witt, Wichita, Kas.; Charles F. Wendel, Detroit, Mich.; J. E. Hancock, Charleston, W. Va., and Will Flint, Toledo, Ohio. President E. Dudley Pierce presided.

A. E. Hurst of New York, chairman of the Educational Committee informed the members present of an invitation from the Associated Advertising Clubs of the World, to become affiliated with them. After a lengthy discussion it was decided to table the matter for the present. Many other items of importance were discussed and acted upon, including the naming of the new Executive Committee. The proceedings of this meeting were later reported at the regular session of the delegates and will be found further on in the report.



Installation of Officers

President Pierce and the other newly elected officers were administered the oath of office at the Executive Meeting, held late Thursday afternoon, July 17, in Parlor O, of Hotel Sherman. At this session many important subjects were discussed and elaborate plans outlined for the work of the new year. It was also decided to have a new book of By-Laws prepared and printed, the work to be done by the secretary and passed on by the committee from the Association.

The KOESTER SCHOOL is advertised by its STUDENTS

ALL of them are so well satisfied with the manner in which they are treated and the great benefits they receive, that they send others to the school. Every student is a living advertisement. That is the reason we have classes that grow larger every year.

We have a book of letters from a few of our students that we would like to send you. We will also gladly supply you with names of graduates in your vicinity, so that you can see or write them about the school.

All our window trimming classes are fully revised and brought up to date; there being new additions almost every week. This is impossible in any other school that does not have **PERSONAL INSTRUCTION**.

Every pupil in every department of The Koester School has **PERSONAL INSTRUCTION** in everything. All instruction includes actual practice and the handling of actual merchandise in real windows.

Most Up-to-date and Most Original

It is important that you get your instruction and foundation of future work from the greatest authorities. That you get in touch with all the important influences that you will find here in Chicago and at The Koester School, the center of the window-trimming world.

Advertising for the Retail Store is one of the most important influences used for increasing business. Very little help has ever been open to the merchant in this direction. In order to supply the demand for this help, The Koester School perfected several years ago an exclusive Retail Advertising Course, intended only for merchants, retail advertising men, store managers and clerks.

We already have more calls for advertising men than we can supply. All our graduates are placed and have been very successful in their work.



Herbert B. Seidenbecker

STATE ST. DISPLAY MAN A KOESTER GRADUATE

Mr. Herbert B. Seidenbecker, Head Display Manager for the big Hillman Dept. Store of Chicago, is an excellent example of what Koester training will do. Mr. Seidenbecker was working in his father's store at Terre Haute, Ind., when he decided to take a course at the Koester School. Shortly after graduation he accepted a position in the Window Display Dept. of Hillman's and in less than a year was given charge of the department.

Mr. Seidenbecker has had charge of Hillman's windows for twelve years — which speaks volumes for Mr. Seidenbecker's ability and for Koester training.



Hillman's Dept. Store, State St., Chicago

READ THIS LETTER

Mr. Geo. J. Cowan, Pres.,

The Koester School, Chicago.

As one of the first students enrolled in the Koester School and because of my twelve years experience on State Street since that time, I feel I am in as good a position as any one to know of the value of the Koester School training. I know of no other method where a Display man can get as much valuable help in so short a time. I therefore sent many of my assistants to the school in order that their services would be more valuable to me. When I needed extra help I always gave preference to Koester men. I trust this recommendation of your school will in a measure repay you for the great assistance your institution has been to me. Yours truly,

Herbert B. Seidenbecker

Decide Now

that you too are going to get Koester School training and immediately put yourself in position to hold down any of the better paying positions in the country.

**KOESTER
MEN
MAKE GOOD**



One of Mr. Seidenbecker's Artistic Window Displays for Hillman's

The KOESTER SCHOOL

With Which Is Consolidated the Economist Training School of New York

314 SOUTH FRANKLIN STREET

CHICAGO

Largest and oldest school of its kind. Located in the Window Display Center of the World

I saw it in the August "Merchants Record"—Page 59

Whitnah Wins Grand Prize

There is some uncertainty as to the winner of the Capital Grand Prize, a magnificent sterling silver loving cup awarded each year to the branch association whose members collectively win the greatest number of points in the contest. Until the points are again tabulated and a few slight changes made, the cup winners for 1919-20 is not officially announced, though the Kansas Association of Display Men seems to be an assured winner. The official announcement will be made in the September issue of *MERCHANTS RECORD AND SHOW WINDOW*.



R. T. WHITNAH, HIGH POINT WINNER.

Raymond T. Whitnah, display manager for Crosby Bros. Company, Topeka, Kansas, captured the Grand Prize, a silver loving cup, for securing the greatest number of points in the contest. Mr. Whitnah had to his credit five 1st prizes, seven 2nd prizes, two 3rd prizes and two 4th prizes, a total of 165 points.

Popular Entertainment Features

THE visiting display men and guests were most royally entertained during the four days of the convention, by the Chicago Display Equipment Manufacturers' Association. This organization which has always been a tremendous factor in making previous I. A. D. M. conventions successful, organized its committees on entertainment months ago and a most enjoyable series of entertainments resulted from their efforts.

On Monday evening, July 14, over five hundred display men, manufacturers and guests were entertained with a three-hour moonlight trip on Lake Michigan. A four-piece orchestra was provided for dancing and refreshments served. Sid Kling, of Wallbrunn, Kling & Co., Chicago, was in charge of the boat trip.

Tuesday afternoon the visiting ladies were guests of the Chicago Display Equipment Manufacturers' Association and were given a most enjoyable automobile trip through the Chicago park system and up the famous "Gold Coast," a stop being made for refreshments. Frederick A. Watkins and F. H. Gelderman of L. Baumann & Company, Chicago, handled the details of this most enjoyable feature. In the evening the display men and guests visited the famous "Riverview Exposition" and were granted free admission to the park and all the principal shows, this entertainment also was provided through the compliments of the Chicago Manufacturers, Harry T. Jones of Adler-Jones Company, serving as chairman of the Tuesday evening Entertainment Committee.

On Wednesday evening, July 16, the annual banquet of the I. A. D. M. was held in the Louis XVI ball room of the Hotel Sherman with more than 500 persons present. During the banquet, entertainment features including a number of star performers from Chicago's leading play houses were enjoyed, following which a five-piece orchestra furnished music for a gay throng of dancers until well after the midnight hour. The banquet and entertainment features were arranged by a committee from the Chicago Display Equipment Manufacturers' Association, and headed by George J. Cowan.



I. A. D. M. BANQUET HELD IN LOUIS XVI BALL ROOM, HOTEL SHERMAN, CHICAGO, JULY 16.

Our Appreciation

We take this opportunity to express our sincere appreciation of the wonderful business that has been given us by Merchants and Display Men this Season.

Last Spring's business was the greatest we had ever known up to that time. Our business for fall far exceeds that of last spring and orders are still pouring in.

We fully appreciate the good-will that has brought to us this great volume of trade, and we wish to assure our customers that we shall continue to do everything in our power to deserve their good opinion and their patronage.

We shall continue to furnish the highest quality in merchandise, the newest ideas in decorations, the lowest prices and the best possible service.

For the coming holiday season we are making great preparations. If your name is not on our mailing list, you are missing many good things.

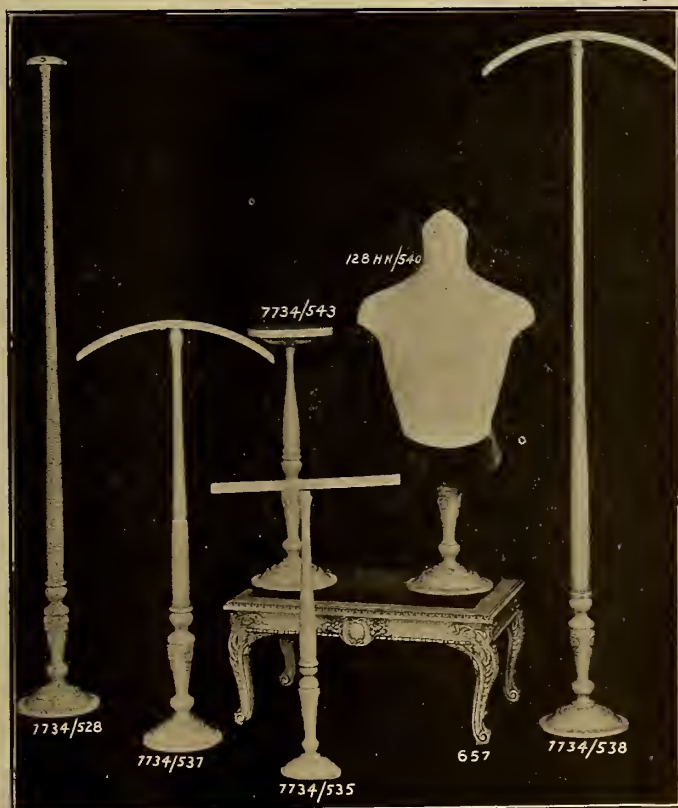
Send us your name today and we will be glad to send you our catalogs and circulars as they appear.

The Botanical Decorating Co.

Manufacturers and Importers of
Artificial Flowers and Decorations

208 West Adams Street

CHICAGO



New Idea Display Fixtures

In Original and
Exclusive Design

*Write for a Copy of Our
Newest Catalog 80M*

Special Announcement

We are pleased to announce that we are New York representatives of McKenna Brass & Mfg. Co., Pittsburgh, Pa., and have a complete line of samples on display in our salesroom.

J. B. WILLIAMS

Established 1893

Salesroom:
1131 Broadway

Office and Works:
31 W. 4th St.

NEW YORK CITY

Display Men Guests of C.O. Frisbie

One of the enjoyable features of the I. A. D. M. convention in Chicago was a complimentary luncheon at the La Salle Hotel Roof Garden, July 15th, given by C. O. Frisbie, president of the Cornell Wood Products Company of Chicago. An invitation had been extended to all visitors to the convention and those who sat down to lunch



C. O. FRISBIE

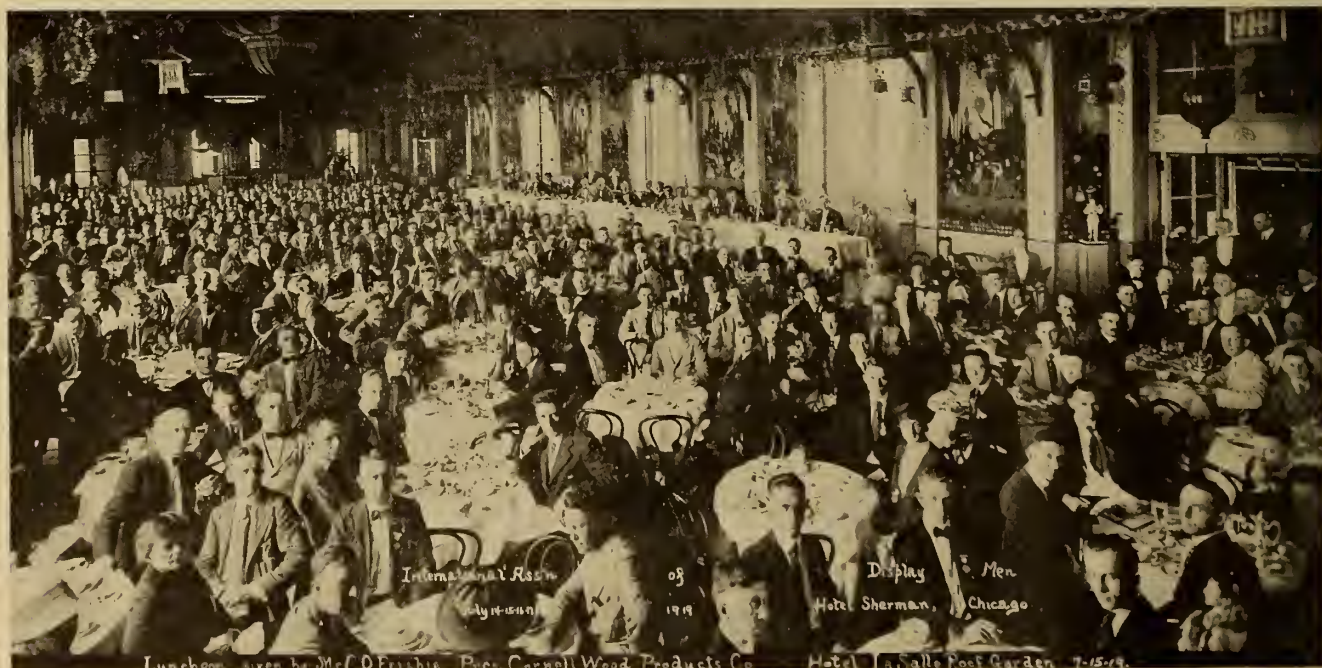
in the big roof garden, twenty or more floors above the street, represented practically the entire attendance of the convention. It was undoubtedly the largest crowd of display men that ever sat down to eat together. The menu was as follows:

Old Fashioned Vegetable Soup		
Ripe Olives	Radishes	Wafers
Chicken a la King		
Potatoes au Gratin	Fresh Green Peas	
French Rolls		
Cherry Pie	Coffee	Ice Cream

This proved a most substantial and satisfactory luncheon and there was no doubt as to the thorough appreciation accorded it by the hundreds of display men who were fortunate enough to be present. Following the feast, a number of addresses were made. E. Dudley Pierce of Rochester, N. Y., president of the International Association of Display Men; A. E. Hurst, New York, of the program committee of the association; G. H. Lamberton of Chicago, chairman of the program committee; E. J. Mitchell of Chicago, president of Mallory, Mitchell & Faust Advertising Agency, and C. O. Frisbie of Chicago, president of the Cornell Wood Products Company, all made addresses. This was the first convention of display men to be attended by Mr. Frisbie and he expressed himself as much impressed by the men he met and the work they are doing. He stated that he could not recall having attended another meeting where those present represented such an immense selling force.

"When you look over this big crowd of intelligent and businesslike young men," he said, "one can't help thinking of what a tremendous factor they are in the commercial world. These men represent the best stores all over the country—just think of the mountains of merchandise that are sold annually through their window displays. Think how many millions of dollars worth of goods are sold through the direct efforts of the men who are here today."

"This," continued Mr. Frisbie, "is my first real introduction to display men and I want to say that I am much impressed with their enthusiasm and the evident interest they take in their work. Men who are as intelligent and as enthusiastic as these are cannot fail to accomplish big things, and they are doing it, too. I have always realized the importance of window display and have often admired the clever work I have frequently seen in the windows of Chicago stores and those of other cities. This, however, is the first time that I have had an opportunity of attending a big meeting of display men and of becoming acquainted with the men who are responsible for the displays I have admired. I can say that I'm mighty glad that I had the chance to attend this convention and I am going to attend every I. A. D. M. meeting in the future."



DELEGATES GUESTS OF C. O. FRISBIE AT BANQUET AT HOTEL LA SALLE ROOF GARDEN.

FEDERAL ELECTRIC SIGN

DRY GOODS

—12 Months to Pay

You have 12 MONTHS TO PAY for this sign—the first payment brings you the sign.

—Inexpensive Operation

The only expense in operating a Federal Electric Sign as shown above, is the cost of the current—a few cents a day. This sign, being made of porcelain enameled steel, cannot rust, rot or decay. There is no maintenance expense—an occasional washing keeps the beautiful embossed letters sparkling like new.

Easy to read from a distance, this cheerful salesman attracts customers to your store from the cross streets as well as from a block or two in each direction—it tells them who you are, and what you sell, and invites them to trade at an up-to-date store.

Pays for itself many times over in increased business. It works 24 hours a day for you. Glistens in the day time. Brightens up your entire store front at night.

Don't keep your business a secret. Gain a step on competition—take advantage of this unusual offer TODAY.

Send coupon Today—No obligation

*Inexpensive
Operation*



"Only a Nickel an hour to run my Sign with 100 lamps"

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 12-months-to-pay Plan

Name City State

Street and No. Business

Store Frontage No. of Floors

(M-R-S-W-8)

The Manufacturers' Exposition

Exhibits of manufacturers and dealers held in conjunction with I. A. D. M. convention most extensive in history—Many new features in store and window fixtures and decorations introduced—Tremendous volume of business reported.

THE manufacturers' and dealers' exhibits at the Chicago convention of the International Association of Display Men held at the Hotel Sherman, July 14-17 were especially interesting. They proved highly satisfactory both to the exhibitors and the display men. More buying of all sorts of display equipment, decorations, card writers' supplies, etc. was done at this meeting than at any previous one. Misinformed persons have sometimes contended that the display man is not a "buyer." Anyone who had an exhibit at the Chicago convention can testify to the fact that the display man is a big buyer. Practically all of the display men who attended the convention had authority to buy whatever they needed—and they did to the extent of thousands of dollars. The following is a list of those who had exhibits at the Hotel Sherman and the representatives in charge:

Esterbrook Pen Co., Camden, N. J.—This exhibit was a continuous source of interest to hundreds of card writers and display men who make their own cards. Mr. B. A. Rainwater of St. Louis, an expert card writer, demonstrated Esterbrook pens and showed many clever ways of saving time in the making of show cards. The prize contest conducted by the Esterbrook Pen Co. for the best work done with their pens, was managed by Mr. Rainwater. The winners of this contest are announced elsewhere in this issue. J. H. Hildreth and C. M. Flight both of Chicago were also in attendance at the Esterbrook exhibit.

Doty & Scrimgeour Sales Co., New York.—This company had an interesting exhibit of decorative papers in charge of F. O. Zapfe of New York. The booth showed the big line of novelty papers carried by this concern and demonstrated the many ways in which they can be used in the decoration of backgrounds and window settings. This popular line of decorations is well known to practically every display man in America.

J. F. Gasthoff & Co., Danville, Ill.—The Gasthoff booth attracted much favorable comment. It was built in the form of a window setting and was finished in various tones of blue with scenic panels also in blue. In addition to his booth, Mr. Gasthoff also had an exhibit in room No. 105. Here was displayed a great variety of artificial flowers, etc., both in cloth and paper. With J. F. Gasthoff was his son, E. W. Gasthoff. Mr. Gasthoff expressed himself as highly gratified with the business done during the convention.

L. A. Kichler Co. of Cleveland, Ohio.—This firm had an unusually interesting display of valances and floor mats

or rugs. Its booth was constructed to show off this class of merchandise to advantage and a big line of exceptionally attractive samples was exhibited by Messrs. J. Kichler, Wm. E. Semmens and A. M. Emerling, all of



EXHIBIT OF L. A. KICHLER COMPANY.
Cleveland, who were in charge of the booth. Mr. Emerling is a clever artist and designer and he rapidly sketched designs for valances for the many interested display men and merchants who constantly crowded about the exhibit. A large number of orders were placed with this firm during the meeting.

Morris Leon Manufacturing Co., Chicago.—Before the convention was officially opened, Mr. Leon began writing orders for his clever display specialties and he continued to write them until the last visitor had left. Display men everywhere are familiar with the ingenious and practical display attachments made by the Morris Leon Mfg. Co., but some who attended the convention had not realized the great variety of uses to which these attachments can be put. Mr. Leon, assisted by L. P. Gill, of Chicago, demonstrated the devices and the large number of sales that followed testified to the practical usefulness of the Leon attachment.

Edison Lamp Works of General Electric Co., Harrison, N. J.—This was an automatic exhibit that attracted much notice. It was designed to illustrate the Mazda C-2 lamps and the demonstration illustrated admirably the importance of using the right kind of lamps in show windows and

White Trucks



A 100,000-Mile White Owned by H. C. Capwell Co., Oakland, Cal.

OWNERS' RECORDS OF 100,000 MILES AND MORE

THE ultimate mileage of White Trucks is still unmeasured. Some have rounded out 300,000 miles. Many have run 200,000 miles. Hundreds, probably thousands, have passed the 100,000 mark—a very common White performance.

We have just published a book which tells of more than 400 White Trucks with operating records of 100,000 miles and over. These trucks are still giving good service today.

This book is the most convincing exhibit on the subject of truck durability that has ever been presented. It gives a new insight into truck economy through truck longevity. A copy of "100,000 Miles and More" will be sent to anyone interested, upon request.

THE WHITE COMPANY
CLEVELAND

departments where color is an important factor. In a small model of a show window or stage setting were arranged various pieces of delicately colored silks. Concealed lamps of different kinds were flashed on and off intermittently and the effect of the various kinds of light on the colors of the fabrics was astonishing. This exhibit was in charge of E. F. Newkirk.

A. L. Randall Co., Chicago.—This firm had two exhibits in which were displayed its splendid line of artificial flowers, wicker ware, electric fountains and other decorations. One display was in the Gray Room and the other in Room 101. Both of them received much attention from display men on the lookout for new ideas in window and store decoration. The Randall Co. exhibited a remarkable variety of attractive specialties and visiting display men testified their appreciation of this line by placing many substantial orders. The exhibits were in charge of J. W. Van Valkenburg, Ed. Soderberg, William Haynes, A. M. Hanson and W. J. Remeier, all of Chicago.

J. R. Palmenberg's Sons, Inc., New York.—This well known firm had an imposing display of metal and wood fixtures, wax figures and display forms. The Palmenberg line is too well known to merchants and display men to need more than a passing mention. It is enough to say that the fixtures, forms and figures were quite up to the high standard of this house. The wax figures attracted especial attention, a number of them being the work of Irwin G. Culver, one of the foremost wax sculptors in the world. Mr. Culver was on hand to renew acquaintances among the many display men to whom he is well known. Other representatives of the Palmenberg house were Clinton E. Smiley, manager of the Chicago branch and Wm. C. Candlish and Austin J. Hills, both of New York.

The Americolite Co., New York.—This firm had a remarkably interesting exhibit of the Americolite illuminating unit. This is a self-contained lighting unit that is surprisingly efficient and economical for store illumination. It is a combination reflector and bowl designed to develop the greatest possible illuminating efficiency from high power nitrogen lamps. It not only produces a powerful but soft brilliancy that is entirely without glare, but what is equally important, the quality of illumination is such as to practically develop daylighting conditions so far as delicate colors are concerned. This lamp was used to illuminate one of the artificial flower exhibits and it showed up the multitude of colors with remarkable fidelity. R. M. Beard of New York had charge of this exhibit and he was assisted by Wm. J. C. Woodruff, manager of the Chicago office.

The Hulsizer Co., Des Moines, Iowa.—This firm had a big exhibit of artificial flowers and similar decorations. Clyde L. Hulsizer who had charge of the display expressed himself as greatly pleased with the business done by his firm during the convention. An excellent line of flowers in handsome designs attracted much favorable comment. R. J. Brown of Des Moines was also in attendance at this exhibit.

Bodine-Spanjer Co., Chicago.—The exhibit made by this company was one of the most interesting at the convention. J. Clarence Bodine was in charge and showed a number of his latest decorations. On one side of his room was a complete window setting showing a novel and highly effective scheme of decoration. He also exhibited a number of panels, colored drawings, etc. A feature that attracted much notice in this exhibit was a door for a breakfast room in a residence in one of the fashionable suburbs of Chicago.

Pittsburgh Reflector & Illuminating Co., Pittsburgh, Pa.—This exhibit was made by Frederick A. Watkins, the Chicago representative of this company and was in charge of George H. Lamberton, sales manager of the Chicago branch. The exhibit consisted of an arrangement of lamps and reflectors of various types each of which is designed for some particular purpose. Much interest was manifested in the Pittsburgh Reflectors owing to the fact that so many stores are now remodeling their show windows and installing new reflectors.

Modern Art Studios, Chicago.—An especially attractive and interesting exhibit of window settings, backgrounds and other decorative effects was made by this company. In addition to complete window settings of high artistic merit, a number of screens, panels and similar features were shown. The Modern Art Studios specialize on complete window settings, which are finished in the studios and shipped to the customer ready to install in the window. These settings are highly effective and quite moderate in price. Those in charge of this interesting exhibit were: Ben L. Allaun, Frank Rosebrook, A. B. Conner, Harry Heubner and Chas. Winfield, all of Chicago.

Polay-Jennings Fixture Co., Chicago.—The exhibit of wood and metal fixtures, display forms, valances, etc., made by this firm was a center of interested display men throughout the convention. The line is an unusually at-

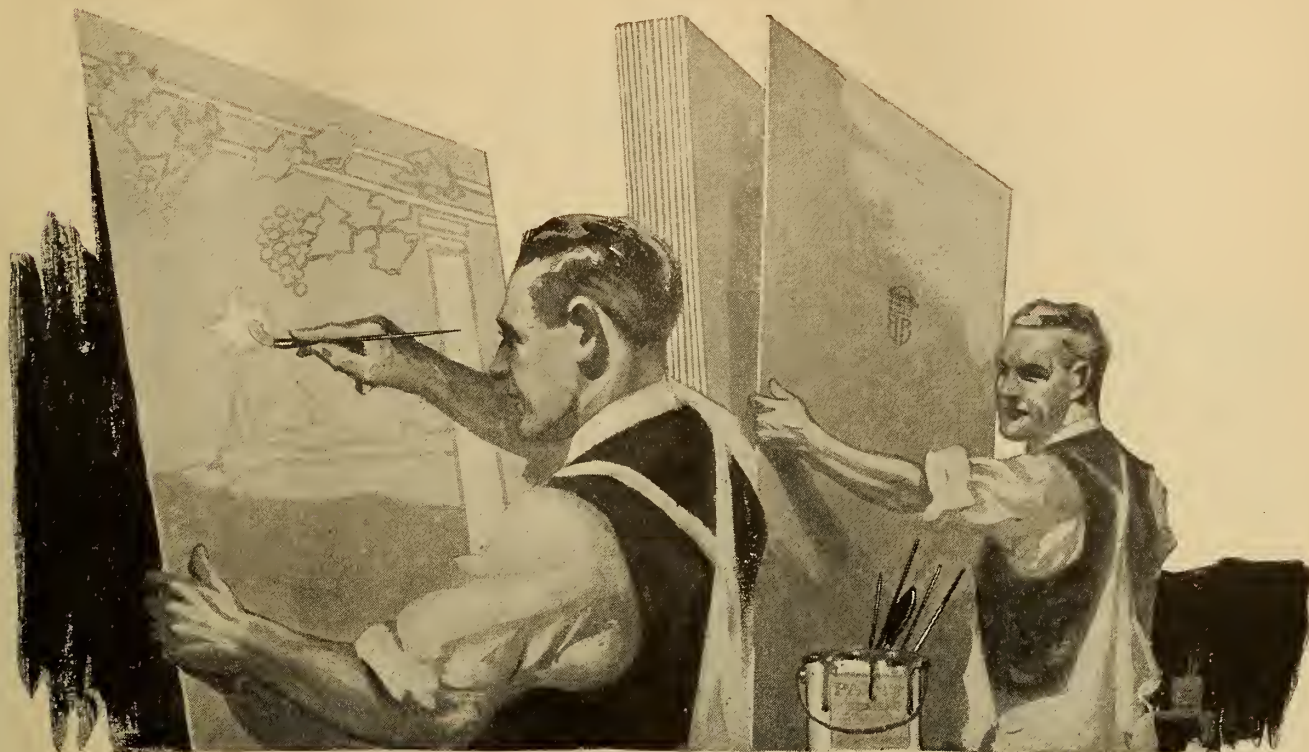


EXHIBIT OF POLAY-JENNINGS FIXTURE COMPANY.

tractive one and a big variety of new and effective display devices were shown. W. E. Hughes was in charge of the display and Dave Polay, who is known from coast to coast as an expert manipulator of men's wear, made a number of interesting demonstrations showing the practicability of this line of fixtures.

The Upson Co., Lockport, N. Y.—George E. Ellinwood, the Chicago representative of this firm, was in charge of the exhibit of Upson Board. The exhibit demonstrated the many ways in which this useful product can be used for constructing backgrounds, panels, pedestals, plateaus and scores of other attractive window display features. One of the good points brought out in connection with this product was the perfect surface it presents for decoration in any medium. It is also a remarkably staunch board and can be depended upon not to warp or buckle.

Barlow-Kimnet Co., New York.—The line shown by this company won the interest of every display man who attended the convention and the new "Mannequin" line of papier mache forms won the unstinted praise of every visitor who had ever trimmed a form. These forms are the product of the new Barlow-Kimnet papier mache factory which they state is the largest and best equipped in the world. The "Mannequin" forms are the last word in modeling, workmanship and finish. This firm also ex-



A New Background for Each Season

Window backgrounds become monotonous if used from season to season. In your plans for the coming fall you will surely wish to give your windows new life and new interest along with the new goods you will display.

With the Beaver Board Background these seasonable changes can be made at little expense. Beaver Board panels are interchangeable. They can be quickly taken out of the frame, redecorated, and placed in position again. For the fall season there are many forms of decoration which can be quickly and easily carried out with Beaver Board.

But besides being interchangeable, Beaver Board gives that degree of permanency which is especially desirable in your window background. Flimsy material gives the appearance of

cheapness. Beaver Board is sturdy and substantial. It is a pure lumber product, built up into large flawless panels from the pure fibre of the white spruce. Each panel is treated with the patent *Sealtite* process which prevents warping and provides an excellent surface for window and display decoration.

Beaver Board is an ideal material for cut-out forms, shapes, pedestals, etc. You can saw it, score it, and bend it. It is as easy to get as it is to use. Telephone your nearest lumber or building material dealer for a supply today. Ask for genuine Beaver Board with the trademark printed on the back.



You can't expect Beaver Board results unless this trademark is on the back of the board you buy.

The Beaver Board Companies

44 Beaver Road Buffalo, N. Y.
Branches at Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, San Francisco, Ottawa, Can., and London, Eng.
Manufacturers also of Beaver Greenboard and Beaver Blackboard.
Distributors in principal cities, dealers everywhere.

BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS. CUTOUTS AND DISPLAYS

I saw it in the August "Merchants Record"—Page 67

hibited a comprehensive line of standard and special fixtures in wood and metal. S. Nettler of New York had charge of this display and was assisted by Robert J. Benning of Detroit.

Adler-Jones Co., Chicago.—The exhibit of this company was one of the most interesting at the convention and from the opening to the closing of the convention the room was crowded with interested display men. At one side of the room Harry Jones has built one of the window settings he is so clever at designing. This was greatly



PART OF THE ADLER-JONES CO. DISPLAY.

admired by all who saw it. There was also on display a wonderful collection of floral and other decorations. The reed and wicker line of decorations exhibited by this firm received the full approval of the most critical. This line is all designed by Harry Jones and is manufactured and finished under his personal supervision. Many of the numbers shown at the convention were strikingly new and original in conception. Those in attendance at the Adler-Jones Co. exhibit were Harry T. Jones, Joe I. Adler, Carl F. Meier, A. J. Abrams and Harry A. Green.

✓ **L. Bauman & Co., Chicago.**—This well known firm had a magnificent display of floral and other decorations including many specialties that are new this season. L. Bauman & Co. is one of the oldest houses in its line of business and for many years has specialized in decorations of the highest class. Its organization combines an immense buying power with a modern, up-to-date factory which enables it to develop and market decorative ideas most economically. In addition to a wonderfully complete line of floral specialties, this house carries a big line of scenic panels, backgrounds, borders and other ornamental designs which are sold at surprisingly low prices. Those in charge of L. Baumann & Co.'s exhibit were F. H. Gelderman, G. Reising, L. Biedermann, F. J. Monahan and Herman Mende.

Fontaine Co., Inc., New York.—This exhibit was of especial interest to many for the reason that in addition to showing a big variety of fall decorations, a big line of holiday goods were also displayed. This firm handles a considerable variety of special designs and novelties that can be used effectively in window or store decoration. The exhibit was in charge of H. B. Rossens of New York, and Sam Gumbiner, of Chicago. Both are veterans in the flower business.

Hugh Lyons & Co., Lansing, Mich.—This widely known firm made a remarkably complete showing of display fixtures of practically every description. They ex-

hibited a big collection of wood and metal display devices and also had an excellent showing of papier mache forms for showing all sorts of garments. The wax figures in this exhibit attracted much favorable notice on account of their accurate modeling and artistic finish. In charge of this exhibit were Nat Drey, Chicago manager; Chas. Meyers, L. L. Magnus of Chicago and W. L. Holzhaus, the Texas representative of Hugh Lyons & Co.

D. J. Heagany Manufacturing Company, Chicago.—An interesting and comprehensive display of metal fixtures for all purposes was made by this firm. In addition to its well known line of eard holders and general display fixtures there were shown a number of specialties and attachments that are highly popular with display men. Mr. Heagany announced that his business has grown at such a rate during the past few years that he has found it necessary to double the size and equipment of his factory. This will be done by September 1. At that time a complete line of papier mache forms will be added to the present line. Assisting Mr. Heagany at this exhibit were Miss M. S. Doty and A. W. Boettcher.

✓ **The Botanical Decorating Co., Chicago.**—This firm has been known for many years for the excellence and variety of the line it carries and its exhibit at the Hotel Sherman was quite up to its usual high standard. The line of new decorations for the coming fall season was gorgeously complete and a number of interesting decorative schemes were shown for the first time. In addition to handling the handsomest of imported floral products, this company also specializes in inexpensive decorations that are surprisingly effective. The Botanical exhibit was headquarters for many prominent display men. Those in attendance at this display were L. M. Selig, L. Elkan, Sam Trattner, Max Frank, Eugene Dandauer, Guy Morehouse, E. V. Wiley, all of Chicago, and P. O. Lanham of Kansas City.

✓ **Schack Artificial Flower Co., Chicago.**—This concern had an imposing display of the well known Schack products to which have been added many novelties that are new this season. Their exhibit consisted of a large pergola with a scenic painting at the back. The whole design was a faithful reproduction of the colored cover of its fall catalog and make a striking effect. This company has recently embarked upon the manufacture of wicker work of all kinds and made its first exhibit of this new line at the convention. The line is a remarkably complete one including baskets, vases, pedestals, bird cages and many other designs. The finish that is applied to the Schack Wicker Ware is highly artistic. It is done in an almost endless variety of shades and combinations of colors. Those in attendance at the Schack exhibit were Joseph Selaek, Al. Worger, E. O. Burdg and Harry Schack.

✓ **Chicago Statuary Co., Chicago.**—Practically every visitor to the convention spent considerable time in studying the exhibit of the Chicago Statuary Co. This firm had a most interesting display of statuary and plastic relief work in plaster and composition, finished in a variety of ways. There were many handsome decorative designs such as candle sticks, electric light wall decorations, plaques, etc. A feature of this display was a beautiful fountain, upwards of eight feet in height and in operation, it being equipped with lights and pump for pumping water. There were also a number of remarkably well modeled portrait busts of the celebrities of the day. In many ways, this was one of the most interesting exhibits at the convention. R. M. Groppi was in charge.

Wallbrunn, Kling & Co., Chicago.—This was without doubt the busiest spot in the Hotel Sherman during the convention. In addition to showing the big line of W. K.



No. 1025, Single Shoe Stand, 12 in., 18x24 in. high at \$5.25 each
 No. 1052, Washing-
 tonian Plateau, 12 in.
 high, 12x22 in. top,
 at \$13.50 each
 No. 1021, Double Shoe
 Stand, 12 in., 18x24
 in. high, at \$5.75 each

All made of Solid Mahogany, Walnut and Quartered Oak.

The Washingtonian Line

Original ideas that create attention. These fixtures will attract new shoppers to your windows. For high-grade merchandise these fixtures are correct. Send for our latest catalogue, No. 4, and supplement.

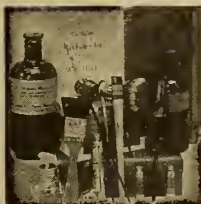
THE ONLI-WA FIXTURE CO.

Originators of Practical Display Fixtures
 DAYTON, O.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
 No. 2 outfit will clean and refinish 200 forms. 2.50
 No. 3 outfit will clean and refinish 300 forms. 3.50
 No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
 16 ounces net weight. Price.....1.75
 32 ounces net weight. Price.....2.50
 48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



Grecian Draping Figures

The only new idea in draping forms that has been introduced for several years. Get several of them immediately so that your next display of yard goods will be the hit of your town.

These are full shaped figures that permit the folds of goods to conform to the body lines.

The bust is finished in washable old ivory tint on unbreakable composition with relief decoration of medallion, necklace and cameo.

Three graceful attitudes, with interchangeable unbreakable arms with unique and original conventionalized design in place of hands.

These are absolutely the most practical and unique draping forms ever designed.

Special Introductory Price \$35.00

Send in your orders early

French Wax Figure Co.

Chicago Office and Display Room:

715 Medinah Bldg.

Factory: 70 W. Water St., Milwaukee

colors and card writers' supplies, this booth was the sign shop in which most of the show cards used during the convention were made. Some of the candidates for the various offices of the Association had brought show cards with them but the majority had not provided this form of publicity for the reason that they did not know for what offices they might be nominated. As a result most of the many cards were made at Wallbrunn, Kling & Co. booth. Sid Kling had charge of this exhibit.

Schmidt Display Studio, Chicago.—This exhibit of historical and modern wax figures was of exceptional interest to practically every visitor to the convention. The exhibit was not a pretentious one but it was of a character that instantly caught the attention of every one. Each day two figures in costume were shown. Most of the figures were historical characters and they were so faithfully reproduced that they were immediately recognized by all who saw them. Not only were the features faithfully reproduced, but every detail of costume was carried out with greatest fidelity. These historical figures are much in demand for anniversaries and other special occasions. They are rented by the Schmidt Studio and shipped to all parts of the country. This house can supply any figures or characters that may be desired and they also are prepared to rent or sell costumes in practically any fashion since the beginning of history. H. A. Schmidt and Miss E. Lundgren were in charge of the Schmidt display.

Decorators Supply Co., Chicago.—This firm specializes in high class wood display fixtures in a great variety of designs that are intended to show practically every line carried by the average department store. Another important department is the designing and building of permanent and semi-permanent show window backgrounds in hardwood and other finishes. The exhibit at the Hotel Sherman gave the merchant or display man an excellent idea of the scope and variety of the Decorators Supply Co. line. There were handsome examples of backgrounds, screens and an unusually interesting collection of display fixtures in period styles and varied finishes. The Decorators Supply Co. takes a good deal of justifiable pride in the purity of style characteristic of all their products. A. F. Golk and Arthur Poulin had charge of this display.

Bert L. Daily, Dayton, Ohio.—Mr. Daily has been attending display men's conventions and fully understands how to show his line in such a manner as to attract the notice of the card writer and display man. This was evidenced by the crowds that visited the Daily booth throughout the four days of the convention. Mr. Daily was personally in attendance demonstrating and explaining his "Perfect Stroke" brushes, pens, colors and a great variety of other things of interest to the card writer and display man. Mr. Daily was greatly pleased with the success of the convention and expressed himself as highly gratified with the large number of orders taken. Roger Slocum assisted Mr. Daily at this exhibit.

Onli-Wa Fixture Co., Dayton, Ohio.—The Onli-Wa exhibit proved to be a center of considerable interest to display men who were looking for something new in the matter of fixtures. They found this in the "Washingtonian" line of wood fixtures that has just been placed on the market by this company. J. H. DeWecese, manager of the company, explained how the "Washingtonian" design had been originated. "This country," said Mr. DeWecese, "is old enough to have a period style of its own. We have much material of our own to draw from, yet when it comes to the designing of wood display fixtures, we have almost always depended upon the French, English or other foreign styles. We determined to develop a style that would be thoroughly artistic and, at the same time, distinctly American. We went into the matter thoroughly

and were able to find several simple but handsome pieces of furniture that had been made in the days of George Washington. We adapted these designs to our Washingtonian line which we believe will meet the approval of every display man who appreciates purity of line and modest elegance." In addition to the "Washingtonian," this company showed a variety of other good styles. W. W. Rutledge was also in attendance at the Onli-Wa exhibit. Mr. Rutledge is a partner in the Onli-Wa Company and has charge of the factory production. He is an unusually clever designer and is responsible for a number of remarkably artistic wood fixtures.

The Hecht Fixture Co., Chicago.—This firm exhibited a well rounded line of fixtures and equipment. The Hecht Fixture Co. carries a big line of metal, wood period, glass, papier mache fixtures. One of the Hecht specialties exhibited at the convention, which attracted universal admiration was a splendid line of floor mats or art window rugs. These are made of plush, silk velours and other handsome pile fabrics in rich, plain colors. These are trimmed with rich metallic embroideries in gold, silver and colors producing a variety of wonderfully rich effects. Others are simply trimmed with fringe in harmonizing or contrasting colors. The mats are made in all sizes and are extremely effective when used on the floor or in connection with pedestals or other fixtures in the window. M. F. Hecht was in charge of this exhibit.

Superior Brass & Fixture Co., Chicago.—Mr. Copeland, president of this concern, displayed in his exhibit an adjustable form that won the instant approval of every display man present. The new form has a patented base which eliminates the set screw always before used to adjust the form to different heights. To make an adjustment, the display man simply presses a button with his foot and both hands are free to adjust the form to the desired height where it is automatically locked by removing the pressure from the button. This form was demonstrated before the convention by T. Guy Duey, the new secretary of the Association. In this exhibit was also shown an attractive line of papier mache forms and wax figures.

✓ **American Art Paper Mache Co., Chicago.**—The exhibit of this company was an interesting one. There was shown a splendid variety of decorations covering a wide range of subjects. Among others were two enormous, brightly colored masks representing "Comedy" and "Tragedy," which attracted much notice. There were also symbols, shields, plaques, eagles and other subjects too numerous to be listed here. There is every indication that papier mache will be used more extensively this coming fall and holiday season than ever before. Many visitors to the convention stated their intention of using elaborate papier mache decorations for their next Christmas displays. In attendance at this booth were: Eugene Kramer, R. O. Witzke and Albert Angele.

French Wax Figure Co., Chicago and Milwaukee.—The display made by this company attracted an unusual amount of notice because of the novelty in the design of some of the figures shown. While it was impossible to show the entire line manufactured by this company, a sufficient number of figures were shown to indicate the broad scope of the products of the French Wax Figure Co. Charles R. Cowley who was in charge of the exhibit explained that his company has a figure for every purpose and he also said that this firm, because of its great manufacturing facilities, is able to fill orders promptly for all kinds of figures. Mr. Cowley said that the volume of business done during the convention had far surpassed his most optimistic expectations—that sales had been phenomenal. Associated with Mr. Cowley at this exhibit were Harry F. Melius, Chas. A. Cowley and Chas. T. Vetter.

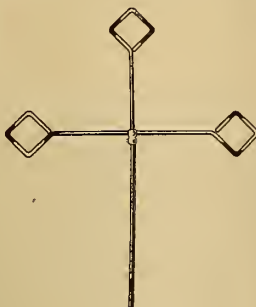
BRADFORD-CHICAGO

SEPARATE TOPS

To Fit Your Standards

We can furnish any of the separate tops commonly used, in either polished nickel, brushed brass, oxidized copper, gun metal or monumental bronze finish. In order to eliminate trouble in fitting various threads of other manufacturers, we furnish with each part, the *telescope* or *inside rod*. These rods are furnished in three lengths, and unless specified, an assortment of lengths will be sent.

There is good business economy in buying these parts, not only on account of their low price, but because their use will double the efficiency of your present display equipment.



No. 422



No. 421



No. 429



No. 428



Nos. 416-417

Send for Complete Catalogue and Net Price List

Papier Mache
Display Forms

I. L. BRADFORD & CO.

178 W. Jackson Blvd., Chicago

Metal and Wood
Display Fixtures

BRADFORD-CHICAGO

Bradlite

Color Matching Lamp

Complete,
Ready to
Install

\$10⁰⁰



Pat. Pending

FREE TRIAL OFFER

To responsible merchants we will send one unit with the privilege of return if for any reason it does not meet with your approval.

If It Doesn't Do All We Claim,
Send It Back



More Sales through your Window Displays

No matter what care is exercised and how attractive your displays are, their *value* is *lost* through an inattractive store front and they are passed unnoticed.

You are ignoring the business that is passing your *door* if you continue to allow your store front to detract from your displays.

Kawneer STORE FRONT

attract passersby to your store and *create* a *desire* for your merchandise.

They are designed after a study of your

individual store conditions and constructed of materials that resist corrosion, thus reducing depreciation to a minimum.

Investigate Kawneer Store Fronts today. Send for "Book of Designs"—a valuable book every merchant interested in better window advertising should have.

Kawneer Manufacturing Co.
1302 FRONT STREET NILES, MICH.

Curtis-Leger Fixture Co., Chicago.—The exhibit of the Curtis-Leger Fixture Co. was up to the standard of this old established house. The booth was in the form of a handsome show window in which were shown an exceptionally good selection of display fixtures for all purposes, including metal, wood, papier mache and wax. A number of interesting novelties were also shown. One of these was a line of dainty display devices for the infants' wear department. "In the average department store," said Robert E. Heile who was in charge of this exhibit, "the infants' wear department is becoming more and more important every year and live merchants have long been looking for fixtures appropriate for the display of wearing apparel for the baby. We believe that these fixtures are the first ones ever designed that are really suitable for the attractive display of infants' wear. The dainty designs and delicate coloring make these little fixtures harmonize perfectly with the class of merchandise they are used to display." The Curtis-Leger display was brilliantly lighted with National X-Ray Reflectors. With Mr. Heile at this booth were G. N. Winn, L. J. Burke and A. S. McLean.

Favor, Ruhl & Co., New York.—This firm had an excellent exhibit of materials for artists and show card writers. At their booth were shown burshes and colors for various purposes. These were demonstrated by C. W. Backof and C. H. Palmer who were in charge of the exhibit.

American Fixture & Show Case Co., St. Louis.—This exhibit was in charge of Irving S. Levine of Chicago. Show cases for various purposes and a general line of display fixtures were shown including, wood, metal, etc.

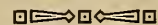
Julius Blumenthal, Chicago.—Mr. Blumenthal exhibited a line of wax figures and papier mache forms of various designs. He also demonstrated his special wax figure cement called "Over Night." This is a practical preparation which makes it possible for the display man to make satisfactory repairs to wax figures in a few minutes. The cement is easily applied to the damaged fingers or other parts and forms a secure joint which hardens in a few hours. With Mr. Blumenthal at this exhibit was J. E. Baker.

I. L. Bradford & Co., Chicago.—The exhibit of this company was in charge of Mr. Bradford who has the distinction of being the oldest continuous member of the Association. The display consisted of an excellent line of metal and wood display fixtures and a number of practical specialties showing various lines of merchandise. One was a display stand for skirts which has many ingenious features. It shows the skirt perfectly, can be adjusted to any height or any size of waist. This device is now being used in a number of big State street stores and is said to be remarkably satisfactory. Mr. Bradford also exhibited a number of other special fixtures that are equally novel and useful.

Chicago Mat Board Co., Chicago.—This firm specializes in mat boards suitable for many uses in the show window. The range of colors carried is sufficiently large to meet every requirement. The booth or display of this firm was in the form of a pyramid covered with mat board in many colors. This exhibit was in charge of D. C. Ozmun and C. L. Griffis.

Cornell Wood Products Co., Chicago.—This exhibit was a large and effective structure showing how easily this useful product can be used by the display man to construct attractive window settings, screens, backgrounds, pedestals, fixtures and dozens of other pleasing adjuncts to show window and store decoration. Cornell Wood Board is remarkably easy to work up into any form. It is sufficiently strong to meet any requirements connected with window display and its surface is specially prepared to make it take oil or water colors perfectly. The demonstration of the usefulness of this product was a revelation to many display men present. Those in charge of the Cornell Wood Products Co. display were Geo. Winters, A. Christian and M. B. Augur.

National Card, Mat & Board Co., Chicago. This firm had an interesting exhibit of mat board, show card board, backing board and coated blanks. These card boards are especially processed to adapt them to the varied uses of the display man and card writer. At this booth arrangements had been made for the registration of display men with the view of sending to each one registered a big sample booklet of card boards.

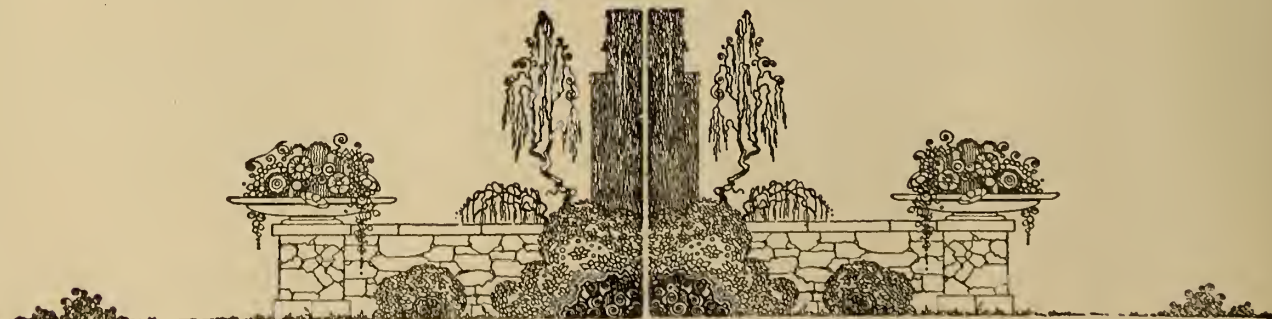


Esterbrook Card Writing Contest

The card writing contest conducted in connection with the twenty-second annual convention of the International Association of Display Men by The Esterbrook Pen Manufacturing Company, Camden, N. J., brought forth a great amount of interest from many of the best pen letterers in the country.

The first prize, twenty-five dollars in cash, in the first class which was awarded for the best example of card writer's work done with Esterbrook Drawing and Lettering pens made while in attendance at the convention, was won by E. W. Calvin, display manager for Werner & Werner, St. Louis, Mo. The second prize, \$10 in cash, was awarded to George Foster, Browning, King & Co., St. Louis, Mo.

The special prize of \$25 for the best three cards executed with Esterbrook pens, and brought or sent to the convention, was also won by E. W. Calvin, Werner & Werner, St. Louis, Mo.



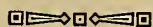
Palmenberg EST. 1852 *Norwich* EST. 1879 *Kindlimann* EST. 1887



MODEL No. 15P/D

Our present efforts in wax leaves nothing to be required.

Send for our catalogs, photographs, advertising; or, better still, come in person.



J. R. PALMENBERG'S SONS INC.

NEW YORK
63-65 West 36th St.

BOSTON CHICAGO
26 Kingston St. 204 W. Jackson

BALTIMORE
108 W. Baltimore St.

The Window That Draws the Crowd



Is Where Merchandise
Is Well Displayed

Ordering Bragermade fixtures insures quality of merchandise comparable with the highest grade of workmanship and finish.

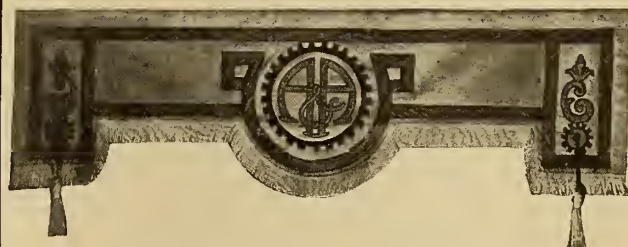
We are in a position to make prompt deliveries, thus avoiding disappointment.

Allow us to mail you our latest illustrated price-list and folders—it will prove of interest.

B. BRAGER

(Established 1900)

84-90 Fifth Ave., at 14th St., New York



Every display man appreciates the value of equipment designed to assist in effective display.

A "Kichler" Valance

is such equipment, and there is a "KICHLER" VALANCE to meet your particular needs.

We will gladly submit colored sketches, developing your own ideas, and embodying them in the Valance.

Catalogue sent upon request.

THE L. A. KICHLER CO.

Dept. 204

717 Lakeside Ave., N. W. Cleveland, O.

International Association

— of —

Display Men

First Vice-President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best & Co., New York City.

Treasurer

L. A. ROGERS, John D. Mabley, Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

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Program Committee

CHAS. F. WENDEL, Chairman, J. L. Hudson Co., Detroit, Mich.

Publicity Committee

JAMES W. FOLEY, Chairman, 431 So. Dearborn St., Chicago, Ill.

Educational Committee

A. E. HURST, Chairman, 231 W. 39th St., New York City.

Membership Committee

SAMUEL R. WEISS, The Emporium, Detroit, Mich.

Just a Few Impressions

FOLLOWING are a few expressions of prominent display artists relative to the 22nd annual convention of the I. A. D. M. recently convened at the Hotel Sherman, Chicago, July 14-17:

"I was pleased with the business-like manner and the dignity with which the affairs of the convention were conducted and also with the calibre of the men selected for the various offices. The men in attendance seemed to realize the importance and dignity of their profession. They went about their business in a manner befitting men of their intelligence. I am sure that future conventions of the I. A. D. M., if conducted on the same high plane, will be of mutual benefit to the individual display man and the profession as a whole."

ARTHUR V. FRASER, Marshall Field & Co., Chicago, Ill.

"In looking over the convention hall during one of the sessions, I was most strongly impressed with the attention given to the demonstrator on the platform. Every eye was on him and no move was made that was not seen by all, thus showing how vitally interested all display men are in that which is new, and also how anxious they are to take home something different.

The good fellowship among the men was another very prominent feature and meant much in bringing the men together. Some of the leading men of the craft who visited the convention, when recognized by the boys, made themselves one of us while they were in attendance and by doing so, made the most favorable impression on all. It has been said so many times that the "big men" of the profession would not go into the Association and I am glad to say that this feeling has been overcome and their affiliating will surely have a tendency to better the organization, as well as being of much assistance to each display man individually.

The number of new members is also very encouraging and with the new year before us and with the wonderful start we have made, we should make this, I am quite sure, the most successful year that the I. A. D. M. has ever experienced. Let us all pull together and make the Association something of which to be proud."

JAMES R. TREWHELLA, Best & Company, New York City, N. Y.

"The excellent feeling of good fellowship which permeated the whole convention was very impressive and I believe that these business conventions will do a great deal in bringing dignity to the profession. The activities of display men

during the time of war when they worked in conjunction with the War Service Committee on Window Displays, did much in bringing the profession together."

W. A. McCORMICK, The Boston Store, Chicago, Illinois.

"Of the six I. A. D. M. conventions that I have attended, I feel that the 1919 convention, held at the Hotel Sherman, Chicago, was by far the best. Personally I have benefited not only in new ideas but also in inspirations that the Association with 'live wire' display men affords."

DAVID D. STARR, The MacDougall-Southwick Co., Seattle, Washington.

"As it is the aim of our Association to extend an uplifting hand to the men of this profession through education, I am firm in my belief that this twenty-second annual convention of the I. A. D. M. will go down in the history as the most business-like session ever attended by any body of display men."

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

"Some convention! Best ever and it is a great credit to see such a family of display men and I may add that I am extremely proud to be one of them."

D. JONES, The Hub, Baltimore, Md.

"I am more than convinced that the twenty-second annual convention of the I. A. D. M. recently convened in Chicago, was the most enthusiastic meeting I have ever attended. There was more good fellowship and harmony manifested than I have ever experienced before, all of which makes me feel that I am more than repaid for my long journey."

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

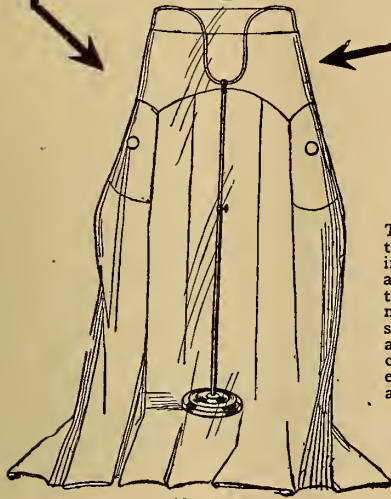
"The best convention ever! The personnel seemed to be far above the average. The Association, with such a body of men, is bound to progress by leaps and bounds."

HOMER H. SEAY, Walker Dry Goods Co., Charleston, W. Va.

"Some convention! I certainly have seen my fond dreams come true. Of all the conventions I have attended, both for display men and others, none have been so active and instructive as the one just closed at the Hotel Sherman."

E. J. BERG, Burgess-Nash Co., Omaha, Neb.

Mail Order Special For August



No. 848

New Design Skirt Displayer

This is an entirely new idea in the way of a device for displaying skirts. It has a simple action adjustable top that holds the skirt at the waist line. Does not get out of order. Displays skirts of all sizes. Has adjustable standard. Strong metal construction. Finished in Nickel, Oxidized Copper and Statuary Bronze.

Special Price \$1.75 Each
For August

We Sell Everything in Fixtures

Visit our attractive display rooms, where we show our complete lines of Wax Figures, Papier Mache, Metal and Wood Fixtures.

Our New Catalogue will soon be ready for mailing. Send in your name for a Copy.

SUPERIOR BRASS & FIXTURE CO.
316-318 W. Jackson Boul. CHICAGO



Your Success

as an expert card writer depends upon the quality of work you turn out, and better tools make for better work. When you use

"Perfect Stroke" Brushes and Supplies

you not only increase the speed of operation by eliminating the "going over" process, but you improve the appearance of your work because "Perfect Stroke" brushes are evenly balanced and give a straight, clear, clean-cut stroke the first time.

Write for New No. 5 Catalog Today

Bert L. Daily

Advertisers Bldg. DAYTON, OHIO

Something Entirely Novel for Your Fall Display

"La Belgique" Spray

in the national colors of Belgium. Beautiful Foliage and Flowers.

Orange Tinted and Black

5-ft. Spray.....\$42.00 doz.
3-ft. Spray..... 36.00 doz.
2-ft. Spray..... 24.00 doz.

ORDER AT ONCE—for the visit to the United States in September of King Albert and Cardinal Mercier.

Our Specialty—American Beauty Roses
with bud, 36-inch stem, \$5.00 doz.

DECORATIVE DISPLAY CO., Inc.

F. G. Schmehl, Pres.

Room 16

619 Sixth Ave., New York

BEAUTIFUL SHOW CARD POSTERS READY TO LETTER

The dignified and high class effect of these four color, "Special Process" printed cards will appeal to you.

Introductory Price

3—14x22 Cards Asst. Designs	} \$3.50	Set of 12 Prepaid
3—9x19 Cards Asst. Designs		
3—11x14 Cards Asst. Designs		
3—7x11 Cards Asst. Designs		

Our colored booklet is yours for the asking—
if you write on business stationery.

THE LACKNER COMPANY

5th & Race St.

CINCINNATI, O.

"Have been talking with the boys from Canada and they are unanimous in voting this 'The Greatest Convention Ever.' For myself, I am going back to Toronto with a great number of bright ideas."

H. C. MACDONALD, Murray-Kay Co.,
Toronto, Canada.

"That the twenty-second annual convention of the I. A. D. M. was a success is putting it altogether too mildly. The exhibits, demonstrations and attendance excelled those of any previous convention. I would advise every display man in the country to make an effort to attend our next convention, which will be held at Detroit, Michigan, next July."

CARL M. AMDAHL, The Palace,
Spokane, Wash.

"Without doubt, the greatest convention in attendance and educational interest the world has ever had. I believe the merchants will now realize more than ever the importance of business-getting windows, and also grant the Association the credit it justly deserves, in fostering new ideas along these lines."

L. A. ROGERS, Mabley's,
Detroit, Mich.

"In my opinion, this convention has opened the eyes of the display men to the unlimited possibilities in growth of this organization. It has been without question, the greatest convention that we have ever had, and if we keep up the present enthusiasm, our dream of the complete organization of our profession, will soon come true."

WM. H. HINKS, John W. Thomas & Co.,
Minneapolis, Minn.

"My impressions of the I. A. D. M. are as follows: First, from observation of human nature was that the personnel of men involved is of the highest. Second, the magnitude of the displays and of the attendance of the convention. Third, the possibilities of the work, which, in short, is the highest grade of artistic work which in turn attracts the prospective buyer."

C. O. FRISBIE, Pres., Cornell-Wood Products Co.,
Chicago, Illinois.

"Chicago's twenty-second annual convention of the I. A. D. M. was the largest and best ever held. There seems to be a better spirit among the display men and it is my opinion that nothing is going to stop the rapid growth of this organization."

J. E. HANCOCK, Schwabe & May,
Charlestown, W. Va.

"In talking with the display men in attendance at the twenty-second annual convention of the I. A. D. M. the thing which impressed me most was the number of merchants who sent their display men to attend this big gathering and in my opinion it was a good investment, as everything was well worth while."

JACK RALSTON, Levey Bros. Dry Goods Co.,
Houston, Tex.

"A convention with a demonstration of business-progress, was the keynote—enthusiasm was equalled only by the big attendance. I predict a splendid future."

WM. R. CHANDLER, Fountain's,
Greenwood, Miss.

"Safe, sound business methods have won respect and co-operation of the best display men in all parts of the country

It is indeed gratifying to see the "big men" unite with the Association. The seed sown in years past is bearing abundant fruit and the 1919 convention is the greatest convention of display men."

PERRY W. HUNSICKER, Nick Amster,
Wooster, Ohio.

"I think the convention a 'great success.' Came from Arizona to the convention and hope to make the trip again next year."

JOHN GRANLOFF,
Jerome, Ariz.

"One of the best conventions the I. A. D. M. has ever held. Much benefit has been derived from this meeting. Demonstrations and manufacturers' exhibits very fine—every display man surely got his money's worth."

MORTEN L. HOFFSTADT, The People's Store,
Charleston, W. Va.

"The one big outstanding feature of the I. A. D. M. convention which impressed me most was the number of display men connected with the largest stores of the country and the interest they took in the exhibition and proceedings."

ANDREW D. HOPKINS, Gimbel Bros.,
New York.

"Of the many impressions that took hold of me all during the twenty-second annual convention of the I. A. D. M. the most lasting and strongest was the ever pervading atmosphere of cheerful good-will manifested by every one of the thousand or more keen, clean, active and alert young men. It was truly a privilege to be associated with such a high-class gathering of capable men. I shall always think of the 1919 convention as the "Display Man's Jubilee"—all back from service and taking up their chosen profession with renewed zeal."

GEORGE H. LAMBERTON, Pittsburgh Reflector Co.,
Chicago, Ill.

"It is mighty encouraging to see so many display men who travel a thousand miles or more attending these conventions—and those from far and near come for one purpose—to elevate the display profession through efficiency—co-operation and organization."

The practical way in which the business and demonstrations were conducted can mean but one thing—success."

MALCOLM J. B. TENNANT, Meier-Frank & Co.,
Portland, Ore.

"The convention in my estimation was the greatest ever held—I do believe that there's not one voice of dissention. I want to say that I am personally repaid a thousand-fold. Merchants should start preparations now to send their display man to Detroit next year."

CLEMENT KIEFFER, JR., C. A. Weed & Co.,
Buffalo, N. Y.

Prize Photographs Missing

IT will be noticed that prize winning photographs in a few classes are not reproduced in this issue. During the judging of the photographs and show cards, or immediately after, several photographs were taken from the room, a number of winners being among those missed. The classes in which we are unable to show first prize winners are 15, 17, 18, 42, 43, 44, 4, 12 and 32.

Display Fixtures of Distinction



Classic Plateau,
12x12 top, 30 in. high.

We believe we are more critical as to display fixtures than any merchant or display man and every piece we send out must pass the most rigid inspection. It must be right in design, material, workmanship and finish—it must also be right in price.

Send for Our Catalog

If you have not seen our big catalog, you have something to look forward to.

It is a wonderfully interesting book and is filled with ideas and suggestions that will appeal to the practical display man or merchant.

In addition to a great variety of display fixtures and complete displays, it shows a number of new ideas in backgrounds.

Send for this valuable book now.



Adam Style Collar Stands—12, 18 and 24 in. high.

We make no charge for preparing original drawings of backgrounds or display fixtures. Send us measurements and general specifications and we will do the rest.

Decorators' Supply Co., 2525 to 2545 Archer Ave., Chicago

Decorative Greens

Natural and Prepared



Prepared Beech Sprays

Prepared Beach Sprays—Red, Green or Brown, packed in cases of 100 sprays; per case	\$ 8.00
Prepared Oak Sprays—Red, Green or Brown, selected stock packed in cases of 100 sprays, per case	10.00
Dyed Sheet Moss—In bags containing 11 pounds, per bag	4.00
Natural Wild Smilax, 50-lb. cases	4.50
Needle Pines, per 100	8.00
Magnolia Foliage, 60-lb. cases	4.50
Sabel Palm Leaves, per 100	4.00
Chamerop Palm Crowns, per dozen	2.50
Spanish Grey Moss, 20 lbs. to bag	2.00

Liberal Discount on large orders. All orders filled promptly
F. O. B. Evergreen, by express.

All of our Greens, whether natural or prepared, are selected with the greatest care and they will be found remarkably satisfactory for window or store decorations. Try them in your Fall and Holiday Displays.

THE RUMBLEY CO., Evergreen, Ala.

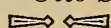
A Word of Appreciation

THE St. Louis Display Men's Club desires to thank the display men and merchants of Chicago for the royal entertainment accorded sixteen of its members at the recent convention of the International Association of Display Men, and can think of no better means of expressing its appreciation than through the columns of *MERCHANTS RECORD AND SHOW WINDOW*.

As hosts, Chicago Display Men are unexcelled, according to the reports of our members, and Chicago is an ideal setting for "one wild time."

Here's to Chicago—but wait till St. Louis gets a chance to entertain the bunch!

St. Louis Display Men's Club,
Otto S. Lasché, Secretary.



L. F. DITTMAR, 1st Vice-President of the I. A. D. M. announces that the display men of Ohio will follow the example set by the Kansas men and perfect a State Association of Display Men at an early date.



Canadian Display Men Pleased

ON behalf of the Canadian display managers who were present at the annual convention of the I. A. D. M. at Chicago, I wish to thank the officers and members of the big International organization

for every courtesy and kindness shown the former. I am sure that everyone has come back home full of knowledge and with a bigger and broader view of the subject that they are interested in. I sincerely hope that next year will find every display manager from Canada present at the I. A. D. M. convention, which will be held at Detroit.

Yours truly,

EDW. K. LUMMUS,
Executive Committee, I. A. D. M.

To Canadians

IF any display manager in Canada would like to ask any questions regarding the I. A. D. M. write me, and I will try to answer them.

E. Dudley Pierce, president of the I. A. D. M., myself and all other offices are very anxious that every display manager and assistant in Canada become a member of the I. A. D. M., remembering that it is an international association, which includes Canada.

I would suggest that if you are not already a subscriber to the *MERCHANTS RECORD AND SHOW WINDOW*, published in Chicago, that you become one at once. It is the official organ of the I. A. D. M. and will keep you abreast of the times.

EDW. K. LUMMUS,

Almys, Limited,
Montreal, P. Q.

Member of Executive Committee, I. A. D. M.



PLATE NO. 1047. DISPLAY BY C. M. SHRIDER FOR A. E. STARR COMPANY, ZANESVILLE, OHIO.

The display featuring men's shirts was arranged by Mr. Shrider for the National Window Display Contest conducted by the Manhattan Shirt Company. When the judges had completed their work the display illustrated here was pronounced the winner and Mr. Shrider

was presented with \$150. The background was made of composition board and painted ivory. Light green stripes tacked to the board and a beautiful modern art painting was surrounded by a large circular gilt frame. A rose tree was on either side.



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

FALL DECORATIONS, UP TO THE MINUTE

**Complete
Line
Now
Ready**



**Write
For
Catalog
348**

Carl Netschert Estate, 12 N. Michigan Ave., Chicago

For Our Advertisers

Artistic Decorations

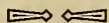
The A. L. Randall Co., 180 N. Wabash Ave., Chicago, have just issued a new fall catalog of window and store decorations that will be found of special interest to the display man. This firm carries a large and varied line including practically every known variety of artificial flower, foliage, plant, etc. They also specialize in reed and wicker baskets, vases and other window ornaments. All of these are handsomely illustrated in the new catalog which offers many new suggestions as to the combination and arrangement of decorations of different kinds.



A RANDALL FLOWER BASKET.

The Randall Co. are offering for the fall and holiday seasons a big line of decorations that have been planned to be used in the show window and later sold at a profit. These consist principally of artistic flower baskets, vases, etc. These make handsome decorations for the store or window and they are equally appropriate for decorating the home and consequently meet with a ready sale.

An imposing display of decorations was made at the Chicago convention by this company. In addition to store and window decorations, the Randall Co. carries an extensive line of resale goods.



Fixture Factory to Enlarge

The D. J. Heagany Manufacturing Co., Chicago, has made such remarkable progress during the past few years that this concern now finds it necessary to double the size of their factory and add extensively to the equipment. Accordingly, on September 1st this company will take over another entire floor in the building at 1121 Washington boulevard.

After that date the Heagany Co. will carry a complete line of papier mache display forms in addition to the big line of standard fixtures and specialties now carried. The forms are worthy of special mention owing to the fact that they are to be made by a special process and on improved models that will place them in a class of their own. In modeling, workmanship and material they will be of the highest possible standard. According to present plans, the new forms will be ready for delivery September 1st.

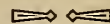
The story of the remarkable progress made by the D. J. Heagany Manufacturing Co. is an interesting one. When Mr. D. J. Heagany organized the concern a number of years ago he started out to do something that had never before been done in the fixture field, that is, to sell display fixtures entirely by mail. He was told that this could not be done but Mr. Heagany contended that the

more economical method of marketing his goods would enable him to offer such values as would insure sales. In this he proved himself to be right. Heagany fixtures are now known wherever there are stores and they are sold entirely by mail.



D. J. HEAGANY MFG. CO. FACTORY.

In addition to a complete line of metal fixtures, this company manufactures a number of popular specialties. By adding papier mache forms their line will be made more complete and they will be able to serve their customers more fully.



Improved Store Lighting Unit

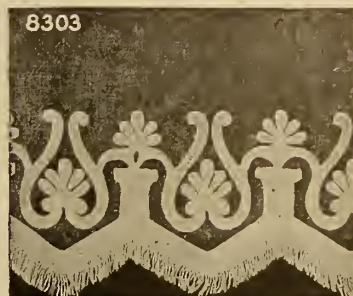
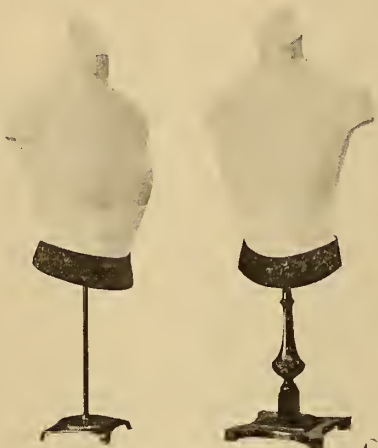
One of the most interesting exhibits at the Chicago convention of the I. A. D. M. was a new and greatly improved store lighting unit. It is a self-contained unit introducing a new principle in store lighting and is incomparably superior to the old-fashioned method of lighting. The one outstanding feature of the new lighting unit that will appeal most strongly to the merchant is the fact that it shows colors perfectly.

One of the units was used to illuminate the booth of one of the artificial flower manufacturers and this is the hardest test to which any light can be put so far as color values are concerned. In the flower exhibit there were literally hundreds of different colors and delicate shades, yet under the remarkable illumination furnished by the new lamp, every tint and tone was given its precise value just as it would appear in bright sunlight.

Every merchant will appreciate the great value of such a lighting system in the dress goods department or in any other section of the store where the matching of colors is a factor. The most delicate colors can be matched under this light as accurately as could be done in daylight. This feature makes the new light an ideal one for any retail store.

The unit is available for both indirect and semi-indirect lighting and is not dependent upon a specially painted ceiling for diffusion. The reflector is scientifically curved with reference to the space to be illuminated and types are made suitable to any interior and to ceilings of any height. The disc reflector has much greater reflecting efficiency than any ceiling yet it produces no glare.

This unit uses the economical nitrogen lamps and the unusual combination of bowl and curved reflector utilize every candle-power produced by the lamp. The rays, however, are diffused in such a manner as to entirely eliminate glare even when one looks directly at the unit. In this respect the diffusion is so perfect that the light has a soft, daylight quality that is wonderfully satisfactory. The unit is designed to be placed high up against the ceiling and this



The New Shape Blouse Form

Low Bust—Fall of 1919 Model—Has Beautiful, Graceful Lines

We Have the Same Shape in Costume Forms

Send for Our—Catalog "E" of Metal Fixtures and Forms.

Catalog "L" of Period Wood Fixtures

Catalog "GG" of Glass Fixtures

Write us for samples of Decorators' Plush and Valances

Large Variety of Valances for Quick Delivery

New York Show Room
65-67 E. 12th St.
Between B'way and 4th Ave.

The Hecht Fixture Co.
Medinah Building
Jackson Blvd. at Wells
Chicago

Want to Learn Pen Lettering?

Hess' Portfolio of Pen Alphabets and Initial Panels

offers more practical hints and helps than you can get from all other sources combined. Twenty-six pen alphabets for all kinds of pens and three unusual brush alphabets. Pen alphabets reproduced same size as made. Cover lettered by hand showing Hess' inimitable handling of opaque colors on dark cover paper—worth alone the price of the book as a showcard suggestion. Prepaid, with an assortment of initial panels, \$1.00.

Style No. A1

Closing out an assortment of fine imported pens (none American) including German music pens, Seman music pens, Gillott text pens (better than Soennecken for card writing), Soennecken pens (old favorites to many 203, 204, 205), a \$1.00 value, by assortments only.....75c

Style No. A2

"German" music pens, Carl Kuhn style retainer underneath..... 35c doz.

Style No. A3

Seman music pens, per dozen.....35c

Style No. A4

Gillott text pens (all sizes, same as Soennecken and better), 2 dozen.....35c

WANTED—The name of every person interested in learning card writing, and name of every card writer interested in a monthly or quarterly series of novelties for show card decoration.

G. WALLACE HESS

Room 1520 : 36 South State Street

CHICAGO

is unquestionably the best possible place for a store light.

Another feature that recommends this unit to the practical merchant is its economy of maintenance. It not only diffuses an abundance of mellow, glareless brilliancy but it does so at a saving that is estimated at from 25 per cent to 50 per cent. In other words, the merchant can have the same amount of light he is now using in his store at a substantial saving or he can have considerably more light and better light for the sum he is now paying.

Possibly one of the strongest testimonials to the efficiency and quality of the new lighting system is the fact that it has been installed in such stores as B. Altman & Co., New York; John Wanamaker, Philadelphia; Woodward & Lothrop, Washington; The J. L. Hudson Co., Detroit, and many other retail stores of equal standing. Possibly it is unnecessary to say that stores such as the ones named are altogether unlikely to make any mistakes in a matter so important as illumination. Before installing the new system, it was tested out with all possible thoroughness and compared with all other lighting systems. It is predicted that the new light will be installed in good stores all over the country.

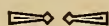


An Interesting Catalog

A catalog that will prove of unusual interest to display men has just been issued by L. Baumann & Co., 357-359 Chicago Ave., Chicago. Aside from being a decidedly handsome publication in full color, it is filled with ideas and suggestions that will prove of practical value to the display man.

This house has always enjoyed an enviable reputation for handling high class decorations at moderate prices and their latest catalog will help to support this reputation. The decorations illustrated are of such a wide variety that even the most critical display man is very likely to find just what he wants in this book and the colored illustrations have the advantage of showing the flowers and other decorations exactly as they will appear in the window. This feature is a big help in working out a color scheme.

In addition to showing a splendid line of flowers, vines, sprays, foliage, plants, etc., this catalog shows scenic panels, ornamental papers, borders, etc. Papier mache, wicker baskets, cut-outs and other novelties are also illustrated. Display men who have not received this catalog will find it well worth writing for. It will be sent to any merchant or display man upon request.



A New Store Equipment Firm

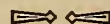
The many merchants who are contemplating remodeling or the installation of new store equipment, will be interested in the information that an important new firm has entered the store equipment field on a large scale.

The Mueller Fountain & Fixture Co. of Decatur, Ill., has just completed a large and fully equipped factory for the manufacture of all kinds of store fixtures including cabinets, show cases, counters, shelving and practically everything else that is needed to fit out the modern store. The products of this concern will embody all of the most modern ideas and will be of the highest standard of excellence.

Mr. A. W. Eichman is the Vice President and General Manager, which assures the success of the new firm. Mr. Eichman has had wide experience in the manufacture of

store equipment having been associated for years with the Grand Rapids Show Case Co. and later was connected with the store equipment branch of the Walrus Mfg. Co. of Decatur, Ill. He is widely known as a store equipment architect and designer of fixtures. Associated with Mr. Eichman in the production end of the business are a number of experienced fixture men several of whom were formerly connected with well known Grand Rapids manufacturers.

Mr. Eichman and his associates are prepared to make plans and submit drawings showing lay-outs and arrangements for departments or complete stores of any size or in any line of business. The factory is large enough to handle the biggest job to advantage and the modern machinery and force of skilled workmen insure the highest class of work. Owing to the great demand for all kinds of store equipment it is fortunate for merchants that a factory so well equipped has entered the field at a time when practically every other fixture factory is having difficulty in filling orders on time. The new factory is already shipping fixtures but the large size of their plant will enable them to take care of practically any order that may be received.



Card Posters Ready to Letter

The attention of every display man is called to the advertisement of The Lackner Company, Cincinnati, Ohio, and printed on another page of this issue. This house has placed on the market a beautiful line of show card posters ready for lettering. The posters are dignified and high class and produced through a special process. They are extremely artistic and are printed in three, four and



A LACKNER CARD POSTER.

five colors. They are adaptable to any line of merchandise and the fact that they save the card writer a great amount of time and planning and at the same time greatly enhance his work augurs well for the popularity of these cards.

The cards are made in practically every size, from the small price ticket and up to the full sheet. The sizes, 7x11 inches and 11x14 inches, are attractively priced for the reason that they will be used in large quantities by department stores.

A beautifully illustrated booklet in colors has been prepared and The Lackner Company will be glad to send it to any display man, card writer or merchant on request. Address The Lackner Company, Fifth and Race St., Cincinnati, Ohio.



T-9154, \$30.00 Per Doz.
Suitable Also for Resale

Thank You

Display Men, for the interest taken in our exhibit at the convention. You will always find decorative materials at a price in the Randall line.

Have you received our new fall catalogue, "Decorations that are Different," just off the press—Write for it.

A. L. Randall Co.

180 N. Wabash Ave., Chicago, Ill.

WHATEVER YOU EXPECT AN AIR BRUSH TO DO FOR YOU THE

PAASCHE

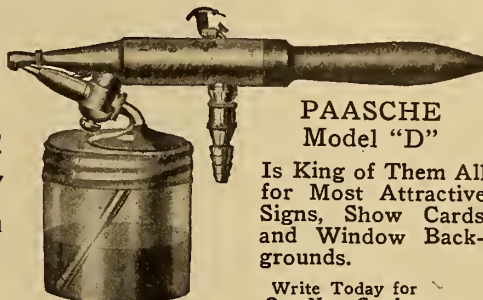
**Famous 3-in-1
Will Do It Better!**

Used Nearly Exclusively by
Displaymen

Air Brushes should be selected
according to your needs

The Paasche Pays
All-Ways
Due to Their

**Speed, Durability and
Efficiency**



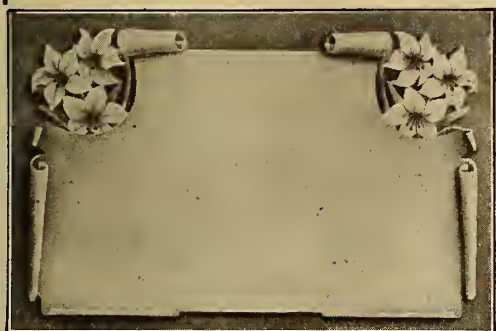
**PAASCHE
Model "D"**

Is King of Them All
for Most Attractive
Signs, Show Cards
and Window Back-
grounds.

Write Today for
Our New Catalog

Paasche Air Brush Co.

1229 Washington Blvd., CHICAGO



What the PAASCHE Air Brush is doing for thou-
sands of others it will do the same for you.

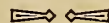
New Catalog for Display Men

A catalog of unusual interest to display men and merchants generally has recently been issued by I. L. Bradford & Co., Medinah Building, Chicago. While this firm is a comparatively new one in the fixture field, it has behind it many years of experience, not only in the manufacture of fixtures, but in the practical use of fixtures in the show window. Mr. Bradford has been in the display and fixture game for many years and he understands it thoroughly.



When the "Window Trimmers' Association" was organized, back in '98, Mr. Bradford was one of the initial members. At that time he was located in Hartford, Conn., and at the association's first meeting he was elected state president for Connecticut. The accompanying illustration is a reproduction of membership card No. 11, issued to Mr. Bradford in 1918. Since that time, he has been active in the affairs of the association, and has attended many conventions and held various offices.

Mr. Bradford's years of active experience in show window work have been supplemented by his connection with several of the leading manufacturers of display fixtures. He has used fixtures; designed them; manufactured and sold them. As a consequence he thoroughly understands the display fixture business. This fact is reflected in the new catalog that has been issued by his firm. The fixtures and other store appliances listed are all of the most practical sort, a number of them being made from Mr. Bradford's original designs. Merchants or display men who have not received a copy of this catalog will do well to write for one.



Establishes Eastern Branch

The Hecht Fixture Company, Medinah Building, Chicago, has recently established an eastern office and display room at 65-67 East Twelfth street, between Broadway and Fourth avenue, New York. This step was made necessary by the rapidly expanding business of this company, which has developed in the past few years to cover the entire country. In addition to the display room, a large warehouse has been secured in New York. This will make it possible to carry a large and complete stock, which will facilitate handling the eastern business.

Mr. E. S. Haight, who has been associated with this firm for many years, will have charge of the New York branch. The Hecht Fixture Co. is one of the most progressive concerns in this field. One of the latest Hecht products is a blouse form modeled on new lines especially for the fashions of the coming season. The design has a low bust and exceedingly pleasing lines.

Another new idea from the Hecht factory is a line of notably artistic floor mats or rugs made from velours, velvets, plushes and other handsome fabrics.

HUMANIZED WAX FIGURES



Every Feldman Wax Figure is a perfect example of the sculptor's art—accurately modeled, well made and exquisitely finished.

Every face has a real personality with charm and distinction. You will find that Feldman's Figures are very different from ordinary wax figures—they are the aristocrats of display forms.

You will find our catalog a most interesting book. It shows our complete line of wax figures, papier mache forms and display fixtures in wood and metal.

May We Send You This Book?

Feldman Fixture Co.

22-26 W. 30th St.

NEW YORK

Victory and Peace Pageants Street Decorations

Let us handle your celebration. We are general contractors for all kinds of street and parade decorations and are equipped to furnish and install—
Arches

Courts of Honor

Papier Mache Groups

Statuary of All Kinds

Flag Work

Float Decorations

Window Decorations

Building Decorations

Special Decorations

We built the feature section (Gas Defense or Chemical Warfare) of the great Victory Liberty Loan Parade held in New York May 3. This was the largest float parade ever staged.

We handled the feature decorations of the great patriotic July 4th parade held in New York last year.

We designed and decorated the floats for the K. of C. war work parade held in Coney Island, August 11, 1918.

We have handled successfully a large number of other parades in various parts of the country and we can take care of any parade, pageant or decorations to your entire satisfaction.

STOCK DECORATIONS

Write for our prices on special Papier Mache decorations, Shields, Emblems, Patriotic and Victory Groups, Statuary, Etc.

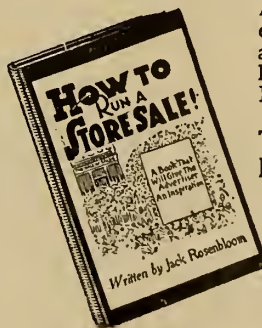
MESSMORE-VOLLMAN CO.

STUDIOS

511 Seventh Avenue

NEW YORK

HOW TO RUN A STORE SALE!



A book based on years of experience, gained by the author in his association with live wire retail stores—
FACTS, NOT THEORIES.

**The Book Proves That
Every Store Sale Should
Be a Success**

Learn how to run a store sale properly, from arranging the details and enthusing the employees, to how to write the big "ad" so that it will pull the business. A book that will give you the knowledge you want.

DON'T GIVE PROFITS AWAY

Don't use up your energy—get on the right track and every sale you hold will be a success. Some advertisers write us like this: "Worth its weight in gold," "Glad I bought it," "Every merchant and advertising man should have a copy."

Printed on eggshell paper in clear, readable type, illustrated, and has two-color cloth and board cover. Send prepaid for \$1.50.

Send Us Your Order Now

ADDRESS

The Merchants Record Co.

431 S. Dearborn St., Chicago, Ill.

**Price
\$1.50**



Frankel's 7 Story Factory

is busy to capacity and then some!

"There's a Reason"—Merchants throughout the world appreciate "The Best" that can be produced in Metal and Wood Display Fixtures—Frankeline Forms and Wax Figures. We now have many orders for August deliveries, so if you want your goods on time **ORDER NOW.**

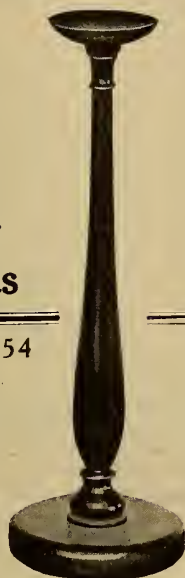
Established 1888



New York City

for
Hats

No. 154



for
Collars

No. 146



The Klee Display Fixtures

are rich and attractive in design and can be used in the window or on the counters.

Klee  *Display Fixture Co*
ROCHESTER, NEW YORK

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The *Goodform* name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.

Our Book of Trims will be of service to you.

Yours for the asking.



HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—367 W. Adams St.

PRICE TICKET OUTFIT No. 2.

For Shoe, Millinery, Hat, Clothing, Tailoring, Jewelry, Drug Stores or Any Line of Business

Complete! Ready for Use! Write Now

No Strings To This Offer

You Can Get Your Entire \$29.50 Back In 5 Days If You Are Not Satisfied

The Outfit will last a Lifetime and Earn its Cost "The First Month" in Any Store. It Letters Tickets better and faster than Any Cardwriter. Duplicates "Hand Lettering". A Boy or Girl Can Do It.

Send For Samples and Descriptive Matter

HAND-STYLE TYPE CO.

PITTSBURGH, PA.

\$ **29.50**



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Polay Fixture Service, Inc.

519-521 N. Halsted St.

CHICAGO, ILL.

Thank You

We wish to express to the many display men who visited our booth at the Chicago Convention, our full appreciation of the many kind words received on behalf of our Products.

*Send for our
New Catalogue
Just Off the Press*

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

Wall Light Fixtures



No. 90—15x7 in.
Each \$5.00



No. 88—14 in.
high; each \$6.00



No. 87—8 in. high;
each, \$4.00

These handsome fixtures are made of strong plastic composition and are finished in gold bronze or any color to match backgrounds. Wired complete with switch button at bottom of candle.

We also manufacture a variety of attractive window decorations, such as Flower Boxes, Jardinieres, etc.

*Send for our catalog of
Artistic Window Decorations*

Chicago Statuary Mfg. Co.
476 Milwaukee Ave. CHICAGO

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

Our Catalog of Card Writing Supplies
with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-29 SO. CLARK STREET

CHICAGO, ILL.

Cornell-Wood-Board

Excels for Walls, Ceilings and Partitions
Repairs Alterations or New Work

For Beautiful backgrounds, dividers and cut-outs, every window-trimmer and store owner will save time, money and labor by using Cornell-Wood-Board. Write today for free samples and full information.
Cornell Wood Products Co. Dept. 1310 State-Lake Bldg.
Chicago.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Young man as window trimmer. Must be good card writer and understand dressing of men's clothing, furnishings and hats. Apply to Harrison & Cohen, Waynesburg, Pa.

POSITION WANTED—Carpet man, age 26, seven years' experience in city of 18,000 in carpet and upholstery departments desires connection with progressive firm, retail or wholesale. Want \$35 up weekly. Address H. E. W., Box 134, Cornnig, N. Y.

WANTED—Window Trimmer or Display Manager to represent me in every city. Have four inexpensive fixtures that sell on sight. A real money making proposition. All replies confidential. P. H. Bartsch, Taylor Arcade, Cleveland, Ohio.

WANTED—Window Trimmer and Card Writer for Department Store in Southwestern city of 30,000 population. Good position for capable man. References required. Address G. E. B., care of MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn, Chicago, Ill.

POSITION WANTED—Window Trimmer and Card Writer, nine years' experience with Dry Goods and Men's Wear. Samples of work. Reference. Age 31. Prefer South or West. Address Box 356, care of MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn, Chicago, Ill.

WANTED—Experienced window trimmer and card writer. Must also be salesman. Men's Wear Store in Ohio town of 30,000 population. Good opportunity for right man. Must be steady and reliable. Address Box 359, care of MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn, Chicago, Ill.

POSITION WANTED—Window Trimmer and Card Writer is considering change. Only up-to-date store considered. Have four years of high-class experience, being of a refined character, honest and ambitious. A position with a future desired. Best of references. Address Box 357, care of MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn, Chicago, Ill.

PHOTO TIELESS STENCIL FORMULA—Nelson's big \$1.00 Liberty Offer. Get my new simplified Photo Process Formulas for making Photo Process Tieless Stencil show cards and out-door signs on velvet, felt, card, wood or glass, with complete instructions for operation. Write today, inclosing a dollar bill. L. T. NELSON, 106 N. Sherman Drive, Indianapolis, Ind.

WINDOW TRIMMERS AND WAX ARTISTS—Try our ready-to-fit eyelashes for wax figures. Same as used by leading wax figure manufacturers. Correctly shaped. Made of finest French stock. Any person can fit them in place. Full directions with each order. Sample set, 50c. Six sets, \$2.50. Twelve sets, \$4.50. Catalog free. Agents wanted. Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa.

CARD WRITERS AND WINDOW TRIMMERS—Acquaint yourselves with our service. Special 30-day offer, expires Sept. 15, 1919. Ten per cent discount off list on Bissels card colors, lettering brushes, all styles of air brushes and colors, and wood display fixtures. Five per cent off list on all artificial flowers, art backgrounds and screens. We have everything for the show window. What are your needs? Send us your order. We guarantee satisfaction or refund money. E. J. Boyle & Bros., K. of P. Bldg., Indianapolis, Ind.

BILT-TO-FIT BACKGROUNDS—Imitation plaster relief with enameled tile frieze. Will not crack, are water proof and will outlast plaster, cost 50 per cent less. This is absolutely the newest effect for backgrounds and settings, finished in two tone ivory, gray or white, all built to order, no stock sizes. Send diagram of window showing size in inches, height of back, etc. Let us submit sketch and prices. These settings will eliminate 95 per cent of the reflection in your windows. Art backgrounds and screens built to order. E. J. Boyle & Bros., K. of P. Bldg., Indianapolis, Ind.

ATTENTION, SIGN PAINTERS AND DISPLAY MEN—Full instructions and all formulas. How to make Plaster Paris and Papier Mache Ornaments, Patriotic Shields and hundreds of Rich designs, Show Window decorations, Interior designs and Garden ornaments, Scroll designing, Rich moulding, Sign and Panel ornaments, Gelatine Moulds both rigid and elastic for casting. How to make the Original models from which casts are made. Modeling papier mache. Making life size papier mache figures, how to make artificial marble, onyx, sanitary flooring, Italian marble, tile, composition for dolls. Taking a cast from life. How to copy ornaments. Mixing wood stains. Coloring in ivory and antique. How to transfer illustrations from newspapers and magazines onto show cards. Cleaning and retouching wax figures, etc. Full instructions and all formulas. Large instruction book, illustrated, embracing 39 complete subjects, including many valuable trade secrets and formulas. Also supply of materials for making moulds and casting designs. Also materials for retouching wax figures. All complete. Price \$1.50. Address The Irabar Co., Harrisburg, Pa.

MANAGER

Great opportunity for a live, up-to-date young man to take charge of a Ladies' Ready-to-Wear Shop. One who understands window dressing preferred. Address Box 358, care of

Merchants Record and Show Window

431 So. Dearborn, Chicago, Ill.

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Creators of the Newest Ideas in
Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO



Imitation

Wood Grain Papers
For Show Window
Backgrounds.

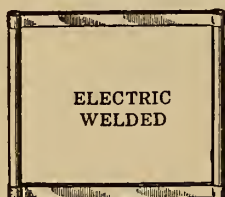
Cover Design of This Issue

of Merchants Record and Show Window can be worked out most effectively and economically with the use of our wood grain papers and ONYX papers.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

ONYX paper is a favorite with leading displaymen who keep it on hand constantly.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



ELECTRIC
WELDED

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

**LEARN TO
PAINT SHOW CARDS**

Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have card writers. We constantly receive more requests for show card writers than we can supply.

EARN \$22.00 TO \$48.00 WEEKLY

Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature, **FREE** outfit offer, testimonials, etc. A Postcard will do. Don't delay. Act quickly.

Address: **Detroit School of Lettering**
DETROIT Established 1899 MICH.
Oldest and largest school of its kind in the world.



LET YOUR NEXT
FLORAL DECORATIONS
BEAR THIS LABEL
"Nature's Rival"

The exquisite thrift line combining Beauty Quality and reasonable cost, is shown each season in your locality. Let us know if you are interested and our representative will call. If unable to reach you we will send samples.

E. C. DIETZ

Successor to WM. BUHRIG CO.
Established 1899

219 E. 34th St.

New York City



NA-DE-CO

Valances, Panels and Drape Shades

The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers

Valances, Panels and Drape Shades, Plushes

Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.

S. M. MELZER CO.

Manufacturers of

Display
Fixtures

Show
Forms



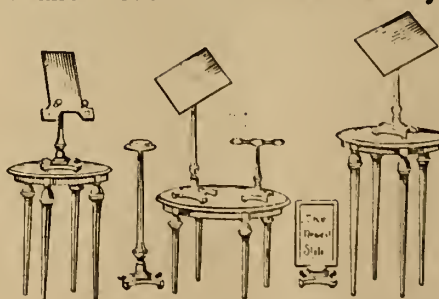
Wax
Figures

Brass
Railings

915 Filbert Street

Philadelphia, Pa.

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

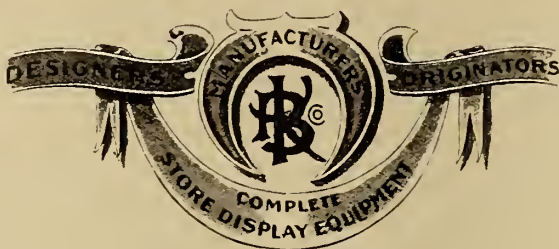
Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co.

3748 West Fourth St. Cincinnati, Ohio, U. S. A.

*Merchants Record
and Show Window
September
1919*





OPINIONS OF CRITICS



Hundreds of the leading Display Managers who attended the Chicago Convention were enthusiastic in their praise and approval of our **Mannequin Products**.

The opinions of these critics prove beyond the shadow of a doubt the high standard of this wonderful line.

Our additional plant, which greatly increases our capacity, is supervised by our Mr. L'Eplattenier, former manufacturer of the "Kindlimann Form" and has solved the problem for all merchants who desire the finest in display forms.



THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Factories

Holyoke, Mass.

525-531 East 15th Street
NEW YORK

Rochester, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLV

NUMBER 3

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Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

Panama-Pacific Exposition, San Francisco, 1915, Hors Concours

In order to obtain perfect wax figures, see that my signature is stamped in the wax.

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE



**MAKE BUYERS
OUT OF PASSERSBY**

Although our factory is the largest of its kind in the world, we can supply only a small part of the fixtures used in America's retail stores.

We do furnish, however, the best—the superior quality fixtures—fixtures that are distinctive—that lend character and dignity to window and store displays. Write for catalogs.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32 nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

READY
FOR
DELIVERY

L. Baumann & Co.

Leading Importer & Manufacturer
357-359 W. Chicago Ave. Chicago

WE CAN SHIP
WITHIN 48
HOURS AFTER
RECEIPT OF
ORDER



No. 323
Grape vine,
in Autumn
shades at \$1.20
dz., \$12.00 gr.

No. 324A
Grape vine, in Au-
tumn shades at \$1.40
dz., \$14.00 gr.



No. 325
Grape vine, a
beautiful large leaf,
finely veined at \$1.40
dz., \$14.00 gr.



No. 326
Maple vine, in
autumn colors at
\$1.40 dz., \$14.00 gr.



No. 327
Oak vine, in autumn
colors at \$1.40 dz.,
\$14.00 gr.



No. 5302
Ivy vine, in autumn
colors at \$1.50 dz.,
\$15.00 gr.



Natural pre-
pared and
fireproof
Oak and
Beech Sprays

Beech Branches
30 to 36 inches
long, in green, tan
or red.

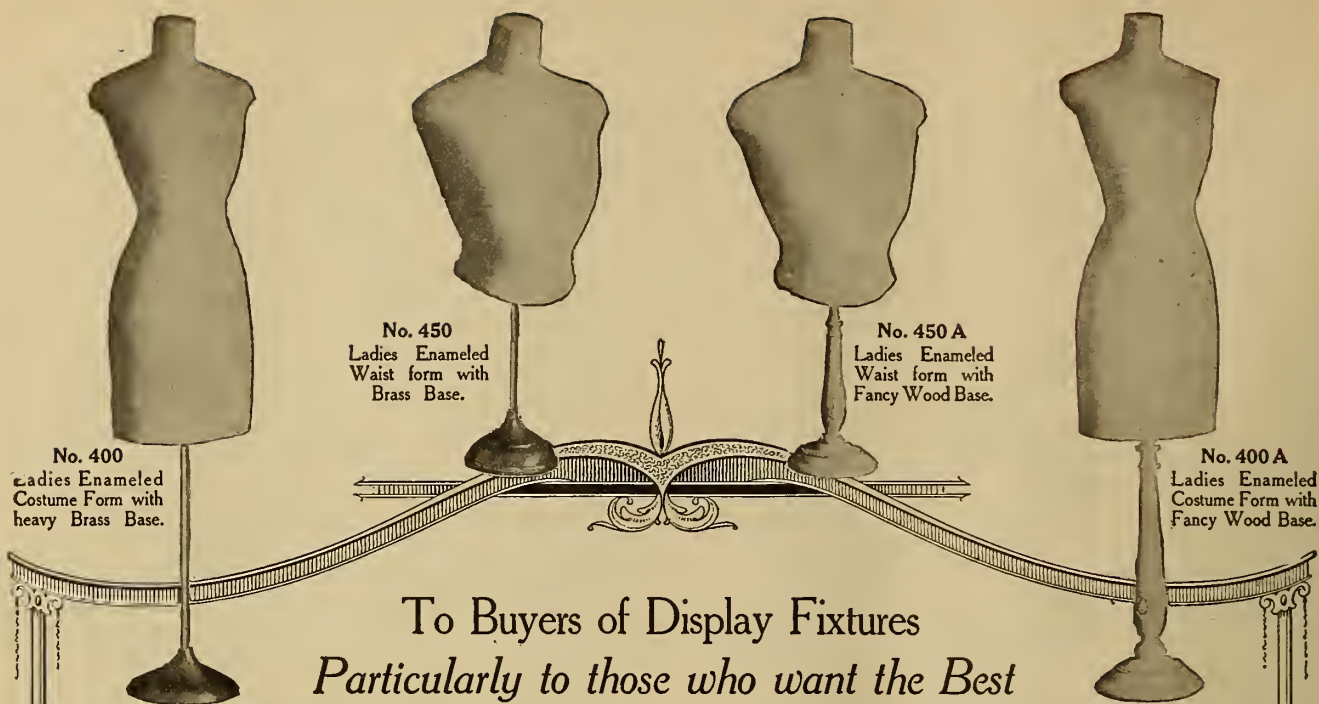
For 10.....\$1.80
For 100.....11.00

Oak Branches
Beautiful nat-
ural branches pre-
pared and colored
green, tan or red.

For 10.....\$1.25
For 100.....11.00



NEW ART PANELS
WRITE FOR
CATALOG



Quality Display Fixtures

Has been our Motto for Sixty-six years. Every Fixture
is substantially built and finished by skilled workmen.

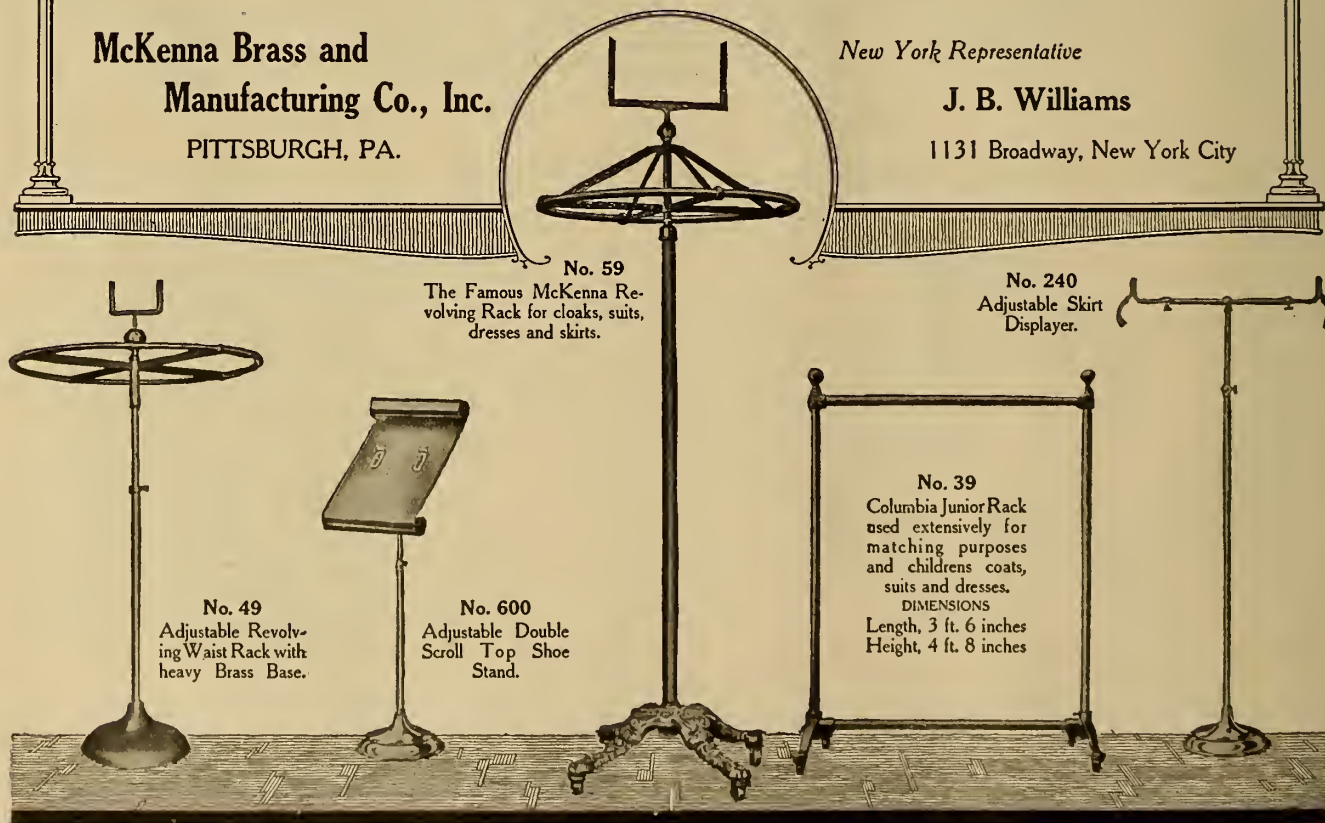
Write for Descriptive Catalogues and Prices

**McKenna Brass and
Manufacturing Co., Inc.**
PITTSBURGH, PA.

New York Representative

J. B. Williams

1131 Broadway, New York City





A New Idea for the Holiday Season

Now that the reaction from the uncertainties of previous years has come, why not

Make This the Biggest Christmas Season

You Have Ever Had

SCHACK'S

EXCLUSIVE NEW CHRISTMAS
DECORATIONS

Will Help You Do It.

ORDER EARLY *and* AVOID DISAPPOINTMENT

The New

Christmas Flower Book

Is Just Off the Press and Will Be in the Mail Very Soon
It Is Brimming Full of

NEW IDEAS for your CHRISTMAS DECORATIONS

If You Are Not on Our Regular Mailing List

Write for your copy. It is free

Again we remind you—make this the biggest CHRISTMAS you have ever had, *but don't forget*

ORDER EARLY



THE SCHACK ARTIFICIAL FLOWER CO.

1739 to 1741
Milwaukee Ave.

CHICAGO

Local and Long Distance
Phone Humboldt 304



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

"PITTSBURGH" REFLECTORS are

Insist on "Pittsburgh"
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

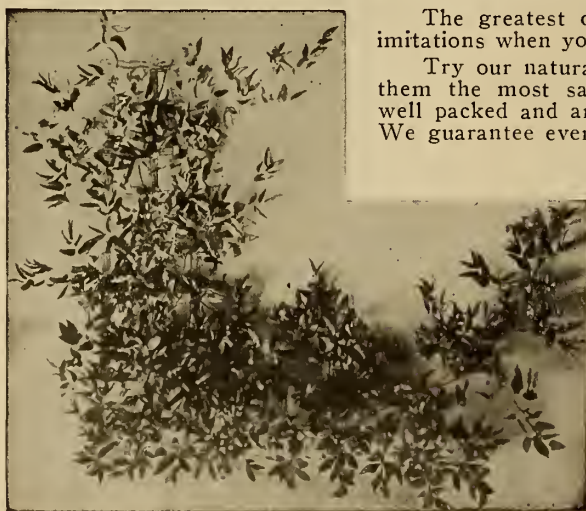
Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

Nature's Own Decorations

They Cannot Be Imitated—Much Less Improved Upon

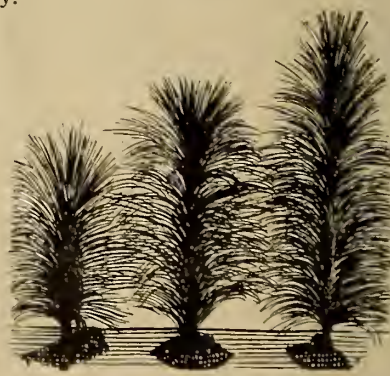


The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

**SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GREY
MOSS**

All of these greens
can be supplied in any
quantities.
Our quotations are F.
O. B. Evergreen.



Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....	1.50		9.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

**All Orders
Shipped
Promptly**

Caldwell, The Woodsman
EVERGREEN :: :: ALABAMA

Southern Wild Smilax
(Magnolia foliage same price as Smilax.)
The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50



This clever drape was made by Mr. Keeler of T. Eaton & Co., Winnipeg, Canada, on a French Wax Figure

FRENCH PAPIER MACHE

The need of the very best papier mache bodies for our Wax Figures has given us unusual experience in the making of Papier Mache. You can profit by buying our headless figures, such as full forms, waist forms, collar stands, etc., etc.

Write for our beautifully illustrated literature

French Wax Figure Company

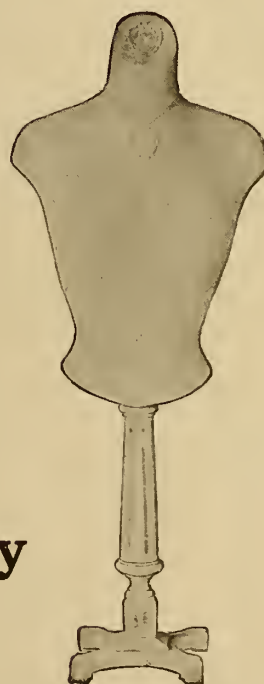
Office and Show Room, 715 Medinah Bldg.
Chicago

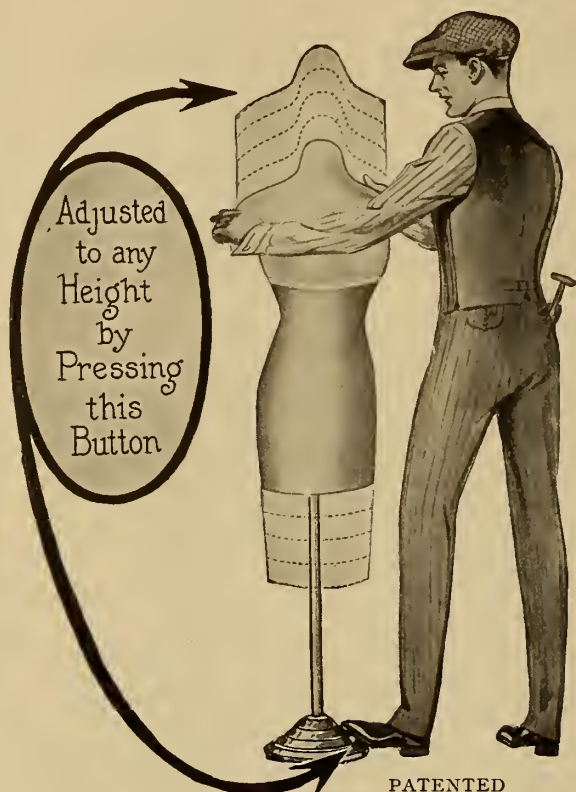
Factory: 70 W. Water St., Milwaukee

DE LUX FRENCH WAX

Your desire to have the most attractive of wax figures can now be satisfied at a reasonable price through the use of our new De Lux line of wax for Autumn of 1919.

The fact that these are the product of the oldest and most experienced manufacturers of wax figures in this country is an assurance to you that you will get the best in appearance, style and construction.





Buy Direct from the Factory

We specialize on mail orders. Our goods are sold by mail and in our Sales Rooms, thus enabling us to make lowest prices of any one in the fixture business.

Order One at Once

THE SUPERIOR "PRESTO FORM"

It has the newest and most practical improvement made in form construction in years.

Your foot presses a small button in the base which permits you to adjust the form up or down.

This does away entirely with the annoyance of bending down to use the old style set screw that most of the time is stuck or threads are badly worn.

Special September Offer

We want every user of forms to try out this "Presto Form." We therefore make a special introductory offer for September, of our Form No. 83-B, with very newest body lines, natural flesh color enamel bust and heavy plated nickel or statuary bronze metal base with Presto adjustment, worth \$24.00, at.....

\$18.50

Our "Superior" Wax Figures

are recognized as among the most beautiful made. They have the added advantage that they are made complete in our own factories, thus can be priced at really reasonable figures.

"Superior" Waist Forms

Our new Papier Mache Waist Forms for Fall are "just right." They come in an attractive range of styles and with metal or Period Wood bases.

Be sure to see our Display when in the market, and write us at once just what are your needs.

Visit Our Display Room When in the City

THE SUPERIOR BRASS AND FIXTURE CO.

316 W. Jackson Boul.

CHICAGO

Compo-Board

Study carefully the details of the design on the cover of this month's issue of *Merchants Record and Show Window*. Here is a background that is comparatively simple to execute provided you have a supply of Compo-Board, to the surface of which you can glue a very good paper imitation of walnut or other wood.

Compo-Board is built with kiln-dried wood slats as a foundation. It comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

SEND FOR SAMPLE OF COMPO-BOARD



No other material quite so good for making cut-outs as Compo-Board

Compo-Board Company

1404 LYNDALE AVENUE, NORTH

MINNEAPOLIS

MINNESOTA

Use Nature's Decorations

No Artificial Decoration Can Compare with Southern Greens

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.

Use our greens for your next window or store decoration—they will save you money and give better results.

Send us your order early to guard against possible delays in transportation.



Gathering Southern Greens



Magnolia Foliage

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1.....\$1.00	No. 4.....\$3.50
No. 2.....2.00	No. 5.....4.00
No. 3.....3.00	No. 6.....4.50

Long Needle Pines

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high	\$0.10	\$1.00	\$ 6.00
3 feet high12½	1.25	9.00
4 feet high15	1.50	11.00
Assorted sizes, 2 to 4 feet.		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

Beaven's Fadeless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft., price \$4.00

Southern Wild Smilax

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

Chamaerop Palm Crowns

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

	Each	Dozen	Hundred
3 feet	\$0.15	\$1.50	\$11.00
4 feet20	2.25	15.00
5 feet30	3.50	25.00
5 feet25	3.00	20.00
Assorted sizes		3.00	20.00

Sabal Palm Leaves

A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holidays or any special occasion. Combined with holly this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

Holly for Christmas

It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright-red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

5 lb. box.....	\$0.75
15 lb. box.....	\$1.25
25 lb. box.....	2.00
40 lb. box.....	3.00
60 lb. box.....	3.50

We Can Save You Money

By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page — we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. Beaven Co.,

Evergreen, Ala.



An excellent suggestion for the use of

EZY-BILT Window Board

This setting executed by Mr. Chas. T. Boyd for Frederick & Nelson, Seattle, Wash.

The background has been constructed of window board and covered with wall paper. The top border is of window board and ornamented as desired.

EZY-BILT solves the displayman's problem

of new and attractive ideas that liven your windows, so vitally important for "business pulling displays."

With **EZY-BILT** your possibilities are unlimited.

Attractive backgrounds, cutouts, figures, relief ornaments and hundreds of other suggestions are easily constructed of

EZY-BILT Window Board.

It can be used on both sides and finished in any desired effect.

EZY-BILT will not bend, buckle, warp or sag, therefore requires no expensive carpentering for supports.

Take advantage of the Special Introductory Offer.

Send for the Catalog.—It contains a number of excellent suggestions for backgrounds, cutouts, etc.

The HUNT-CRAWFORD Co.

COSHOCTON,
OHIO

SPECIAL OFFER.

We want every displayman and merchant to become acquainted with Ezy-Bilt. Therefore we make this special offer.

This offer is for our two new sizes, as follows:

Sheets	Size	Price
14	36x48 in.	\$5
11	36x60 in.	\$5

We know after a trial you will enthusiastically endorse it.

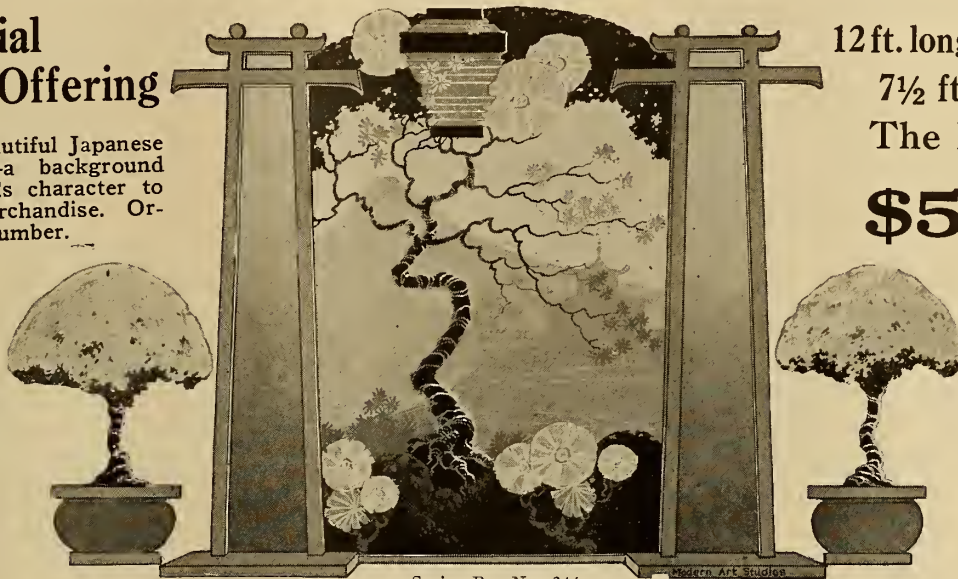
Distinctive Autumn Display Backgrounds

MODERN ART DESIGNS DONE IN EXQUISITE COLORINGS

Practical Combinations that Assure Unusual Decorative Treatment at Low Cost

**Special
Offering**

This beautiful Japanese setting—a background that adds character to your merchandise. Order by number.



Series B. No. 244

12 ft. long over all

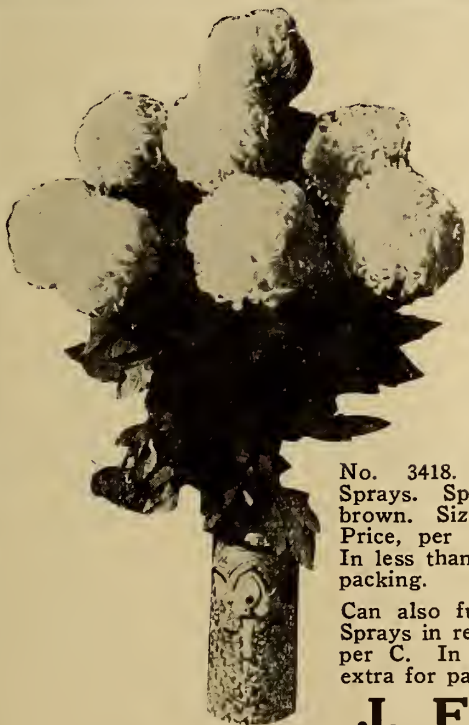
7½ ft. high

The Price

\$50⁰⁰

Send for Our Folio of Designs

MODERN ART STUDIOS, 431 North Clark Street, CHICAGO



Chrysanthemums are always very appropriate for fall decorations when used with natural prepared oak and beech sprays.

No. 2014. Chrysanthemum on 24-inch stem, with four leaves. Flowers come in orange, red, pink, purple, lavender, white, yellow, etc.

Price, per dozen\$0.85
Per gross 9.00

Short Stem Chrysanthemums in above colors, at \$3.50 per gross.

No. 3418. Natural Prepared Beech Sprays. Sprays come in green, red, and brown. Size of spray three to four feet. Price, per hundred sprays.....\$12.00
In less than 100 spray lots, 50c, extra for packing.

Can also furnish Natural Prepared Oak Sprays in red, green, and brown, at \$12.00 per C. In less than 100 spray lots 50c extra for packing.



3418

J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and Decorative Supplies
Danville, Illinois
If interested in floral parade material write for catalogue
Write for fall catalogue



RICH, SHOWY, INEXPENSIVE Autumn Decoratives at Prices that Defy Competition

Beech or Oak Branches, natural preserved, fireproof, 3 to 4 ft., best selected stock in red, green and tan or a combination of these colors blended in each branch to create a wonderful autumn effect, per 100.....\$10.00

Boxwood or Heather Trees—3 ft. High, in green, autumn tints or any color desired. These trees make a splendid decoration for window or interior. Can be made up in any size. Each \$1.75. Per Doz.\$17.50

Maidenhair Ferns—Fireproof, selected sprays in green, autumn shades or any color. Per 100.....\$4.00

Asparagus Ferns—Natural preserved, all colors, 18 to 24 inches. Per 100.....\$6.00

Boxwood or Ruscus Sprays—Natural preserved in autumn or any color. Per 10 pounds.....\$4.50

The above are just a few numbers from our big line of Art Floral Decorations to show you our low prices on standard, high-grade goods. We will be glad to submit samples free of charge.

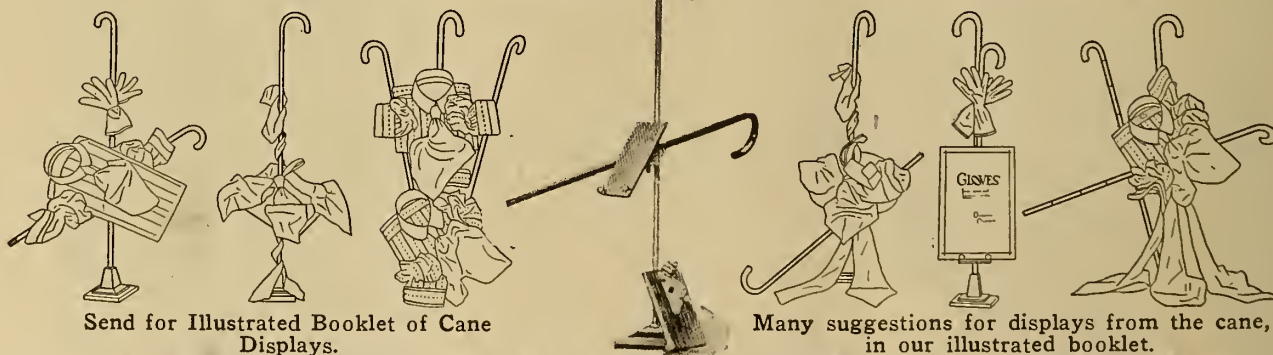
J. HARTWIG CO.

28-32 Pellington Place, Brooklyn, New York

Show Room, 24 West 30th St., New York City

LEON CANE ATTACHMENT

CREATES CLEVER DISPLAY UNITS FROM YOUR CANES.



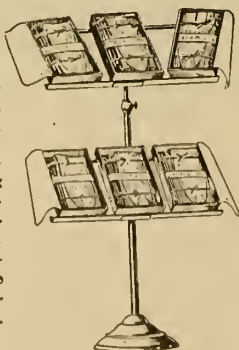
Send for Illustrated Booklet of Cane Displays.

Many suggestions for displays from the cane, in our illustrated booklet.

THE LEON T-STAND ATTACHMENT

Multiplies the uses of Metal Display Fixtures 1,000 Times
Patent U.S. and Canada

Your T-
Stand may
be converted
into a
practical
display
stand for
displaying
boxed ho-
sleries, hand-
kerchiefs
etc., by at-
taching the
LEON AT-
TACHMENT.



THE LEON AT-
TACHMENT adjusts
on any display fixture,
or flat surface, "in a
jiffy." There are no
set-screws. Snaps on,
stays on, wherever it
is attached. Makes
old fixtures up-to-
date, and increases
the display advan-
tages of your new fix-
tures.

Write for Illustrated
Booklet.



Thousands of Mer-
chants and Display
men are now using
the LEON ATTACH-
MENTS and find
them indispensable.
GET OUR BOOK
OF DISPLAYS. This
booklet illustrates
many sketches and
photographs, a great
number of interesting
up-to-date displays of
all lines of merchan-
dise made on old and
new fixtures.



The LEON
ATTACH-
MENT at-
tached to a
T-stand and
cardboard
circle used,
creates an
effective dis-
play stand
for center-
pieces, pel-
ticoats, etc.

Morris Leon Mfg. Co. 7119 No. Clark, Chicago

Put Human Interest Into Your Displays



No. 500 Men's Shirt Form

No. 500—Men's Shirt Form

Head and collar (in one piece) swing aside to allow placing of shirt and tie. Arrangement can be made very quickly and shows shirt and tie perfectly. Height 32 in. (life size). Six different faces may be had for this form.

Each \$2.00

Doz. \$22.00



No. 240 Waist Form

No. 240—Women's Half Form

Designed to show waists, sweaters, lingerie, dresses, coats, furs, etc. Beautifully colored by hand in natural tints. A variety of attractive faces with blonde, brunette or red hair. These pleasing faces show off merchandise wonderfully well.

Each \$2.00

Doz. \$22.00

Original—Inexpensive—Efficient

About these Fixtures

The fixtures shown on this page are cut out of heavy water color paper and exquisitely colored in rich poster style. The soft-air-brush work and delicate color blending make the faces remarkably pleasing. Their pleasing lines and rich poster colorings give them an attention drawing quality that cannot be surpassed.

They can be used with equal advantage in the window or on counters or ledges and will last indefinitely as they can easily be cleaned with art gum.



No. 229 Millinery Stand

No. 229—Millinery Stand

This is one of a series of six different designs all of which are remarkably chic and attractive. Figures are cut from heavy water color board that will not warp and handsomely finished in dainty poster effects. Wood base 5x7 in.; standard 30 in. high finished in French grey. Each \$2.00. Six styles all different in many pleasing shades and colorings, half dozen, \$11.00. Per dozen, \$21.00.

Special Designs to Order

Our Studios are prepared to execute any kind of cut-out, poster effect window displays to order and no order is too large or too small to receive our best attention.

Give us an idea of what you want and we will submit sketches or samples. We specialize on attractive display settings for national advertisers.

Send for Our Circulars

We issue a number of attractive circulars, some of them in colors. If you are interested in up-to-the-minute window display, we will be glad to send you these circulars with a complete description of our interesting line.

We suggest that you order samples from the items shown on this page. You will find each article to be far more than we claim for it. Send us a sample order today.

Rolla Mount Studios

104 W. Monroe St.

Chicago



No. 527 Milady Stand

No. 527—Milady Form

This stand was originally designed to show chains and strings of beads but it has proved exceedingly popular for displaying neckwear, veils and many other kinds of small merchandise. It is a highly satisfactory fixture that pleases everyone. Height 25 in. Width 16 in.

Each \$1.50

Doz. \$16.00



No. 241 Woman's Half Form

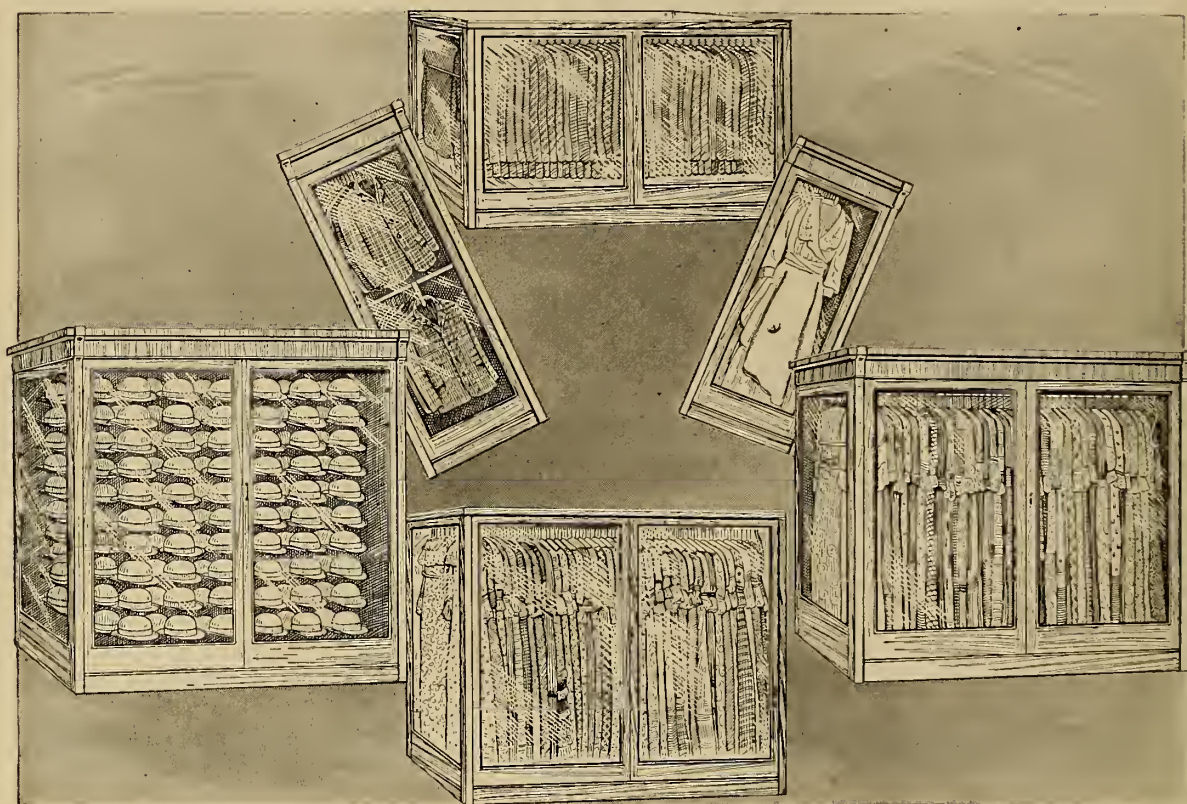
No. 241—Woman's Half Form

Similar to No. 240. This and similar form can be used to show a great variety of merchandise either in the window or in the department. Most kinds of garments can be shown on this form better than they can be displayed on wax or papier mache forms. Height 30 in.

Each \$2.00

Doz. \$22.00

In Time of Harvest Prepare for Famine



No American of this generation ever saw such mercantile prosperity. None will ever see it again.

Money is plentiful—times are good—prospects never were brighter—at least three years of abundance ahead of us.

"There is a tide in the affairs of men that, taken at the flood, leads on to fortune."

In these times of financial fair weather, the wise prepare for storm. Sooner or later the pendulum of business must swing backward, then the law of "Survival of the Fittest" must grind exceedingly fine. The merchant with his house in order—the man with the staunchest machine—the man possessed of the best working tools (store fixtures)—the man who has applied scientific management to his business—can enter an era of reaction with serenity and confidence.

No storm can wreck the house that's founded on the rock of lowest service costs—smallest clerk hire expense—greatest number of "turnovers"—least amount of damaged goods—most prosperous store appearance.

Only the *Welch-Wilmarth* idea in store fixture equipment makes this condition possible.

The time to fix up is when times are good—when they're bad your mood won't let you even if your purse will. Life is short—time is fleeting.

Do It Now!

THE WELCH - WILMARTH COS.

Grand Rapids, Mich.

BRANCHES:

New York City

Pittsburgh

St. Louis

Chicago

San Francisco

MERCHANTS RECORD and SHOW WINDOW

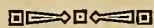
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The Electric Sign

An efficient factor in the general scheme of publicity for the retail store—Popularity based upon its tested value as a powerful factor in the store's general advertising scheme—Electric Sign Business Investment



IN ANTICIPATION of the lengthening evenings and the return to the winter schedule of the daylight saving scheme, merchants are now placing orders for more electric signs than were ever before ordered in one season.

For various reasons, electric signs are now being used by retail stores more commonly than ever before. While they have long been a recognized factor in the general scheme of retail publicity, their use during the past two or three years has been to some extent curtailed because of fuel shortage and for other reasons that have tended to limit the production of all kinds of store equipment. With the return of prosperous peace, however, the demand for day and night signs has increased to a remarkable degree. During the past few months there has developed an unprecedented demand for every kind of store equipment and this includes electric signs.

There is an excellent reason for this demand. The remarkable prosperity that has swept the country has created merchandising conditions that have never been known before and live merchants are making the most of the situation. They are carrying bigger and better stocks of merchandise and are employing every possible facility to secure and handle the increased business. They appreciate that this is the harvest time and that the merchant who goes after business most aggressively will get the biggest share of it.

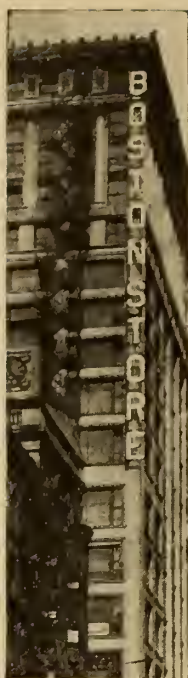
The popularity of the electric sign among retail merchants is based upon its tested value as an adjunct to the general advertising scheme. Of all forms of publicity, the electric sign stands out as the

one dominating attention getter. It compels notice and only the blind can escape its insistent message.

If there is any merchant who is in doubt as to the practical selling efficiency of an electric sign, he has only to consider the large and growing list of successful stores in all parts of the country that are using these signs. The merchants who conduct these stores are hard-headed business men—they have but one purpose in using electric signs—to get more people into their stores.

The electric sign has two notable advantages that recommend it to the retail merchant. One advantage lies in its ability to command notice—to establish its location, and the location of the store in the mind of the observer. Another advantage is its long "range" and circulation. A well placed sign will dominate the attention of all observers for a distance of blocks and there is no getting away from the message it spells.

To the merchant whose store is well located on the best street the day and night sign is a big business asset, as the better the location, the more people there are to see and be influenced by the sign. To the store that is not so favorably located, this kind of a sign is doubly important—it is, in fact, indispensable. The store that is a few doors, or a few blocks off the main street must use every possible means to overcome this disadvantage, and there is no more effective means of accomplishing this than through the use of an electric sign. So far as the practical purpose of drawing customers is concerned, a strong day and night sign actually improves the location of any store, inasmuch as it reaches out for blocks and brings the people in.



The picture at the left shows the big electric sign of the Boston Store of Chicago. This sign faces west on Madison street and dominates that busy thoroughfare for many blocks. The picture at the right gives a night view of Madison street with the giant Boston Store

sign in the distance. Since it was installed several years ago, this sign has directed many thousands of people to the Boston Store. The many electric signs make this one of the busiest streets in the world. Bright lights invariably attract crowds.

Take for example, the Boston Store sign and note how it dominates Madison street, one of the busiest thoroughfares in Chicago. The picture at the left shows the sign in daylight. At the right is

a night picture that illustrates the value of an illuminated sign in establishing a store's location. For many blocks down Madison street this big sign is read nightly by many thousands of possible customers. How many customers this sign has brought to the Boston Store would be difficult to compute, but it is evidently considered as a good investment as it has been used for years, and the Boston Store is not only one of the largest but one of the best managed stores in the world. The other illustrations used in connection with this article show various types of day and night signs each one of which is adapted to some special use.

A type of electrical sign that has attained wide popularity is one made with sectional letters in white on a royal blue background. This sign has many points that recommend it to the average merchant. It is very simple in construction and adaptable to any line of business. The white embossed letters stand out in strong contrast against the deep blue background making an excellent day sign that can be read for a long distance. At night the letters are brilliantly and distinctly outlined.

The surface of the sectional letter signs is baked enamel which is weather-proof and can easily be cleaned when that may become necessary. This type of sign is comparatively inexpensive as it is built from standard units. It can be had with a single or double face and may be used either vertically or horizontally. Signs of this sort are sold on monthly payments covering a year, and once paid for there is no further cost for upkeep excepting the nominal expense of electricity. They are so



This is a daylight view of the most practical electric sign that has yet been devised for the average store. It is made of standard units, each letter being a section that is stamped from heavy sheet steel and enameled inside and out with porcelain.



This sign works day and night to bring customers into the store. electric signs and uses many of them. The large one is about fifty feet high, including the waving flag, which is in red, white and blue.

Here is a big Providence, R. I., clothing store that believes in substantially built as to last a lifetime, the sections being stamped from heavy sheet steel and enameled inside and outside with baker porcelain. The Haines sign is an example of the sectional letter construction.

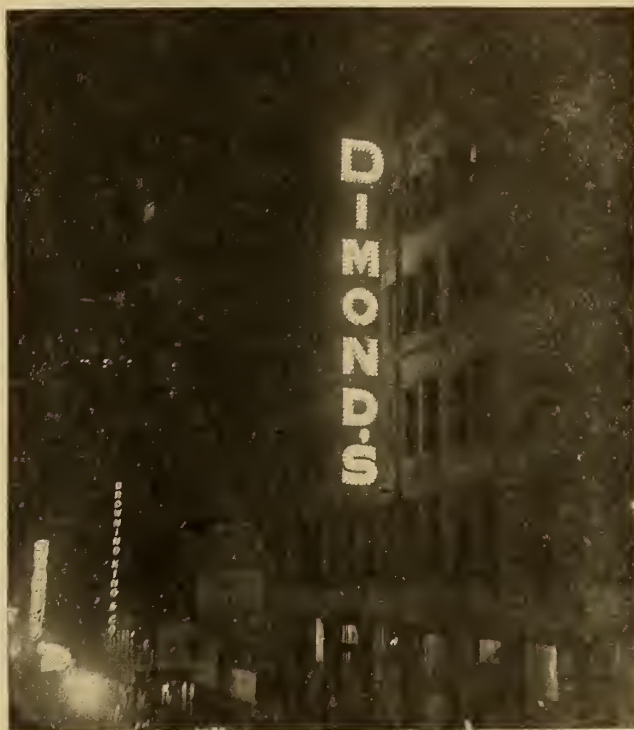
The Outlet is a specially designed sign that is used by a big clothing store in Providence, R. I., and it may be noted that this is only one of a number of electric signs that are used to give prominence to this store. This sign is approximately fifty feet high, including the flag. It is a motion sign, the letters flashing on and off at intervals, and the border revolving constantly. The flag waves.

The Dimond's sign is about forty feet high with animated letters. The centers of white light burn steadily while a green outside border of electric light travels around each letter, operating in one direction and the red inside border travels around in the opposite direction.

The advantage that the flashing sign has over one that burns steadily lies in the additional attraction that motion gives. While a constantly burning sign cannot fail to be noticed and read, one that flashes on and off has the effect of constant reiteration. It catches the eye again and again and its message is repeated time after time. Any electric sign can be given motion by means of a flasher which is operated by the same current that lights the lamps. Dependable flashers are not expensive.

The cost of a sectional letter sign or one of any other type is little, as compared with other forms

of publicity, for the reason that they are permanent and, once paid for, there is no further expense except the slight cost of electricity—a few cents per night for a sign of moderate size. Practically every other form of publicity such as newspapers, bill boards, street car cards, etc., are a source of continuous expense. For this reason, the first cost of the electric sign should not be considered so much as the length of time it will serve efficiently. Another consideration favoring the electric sign lies in the fact that it works twenty-four hours a day. They are handsomely designed to make them attractively conspicuous by day and when the current is turned on at night they blaze forth their messages in a way that multiplies their usefulness many times.



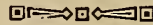
This sign is on the front of a big department store in Providence, R. I. It is about forty feet high and can be read for blocks in either being stationary and the colored ones animated by a flasher.

The pictures used to illustrate this article present the "attention-getting" argument for electric signs more forcibly than could be done by words. They show the sign as a business proposition that is deserving of the consideration of every merchant. For the average store, it will be found an efficient factor in the general scheme of publicity. Like any other advertising, it should be looked upon as an investment rather than an expense.

The Service Department of the MERCHANTS RECORD AND SHOW WINDOW has made an exhaustive study of electric signs of various kinds and will be pleased to advise readers as to the signs best adapted to any given location or conditions. Write us for any desired information on this subject.

Business-Getting Store Fronts

Never before has there been such activity in store front construction and installation—Merchants taking advantage of opportunities offered through modern attractive front—Beautiful and practical interchangeable panels designed by W. L. Hueman.



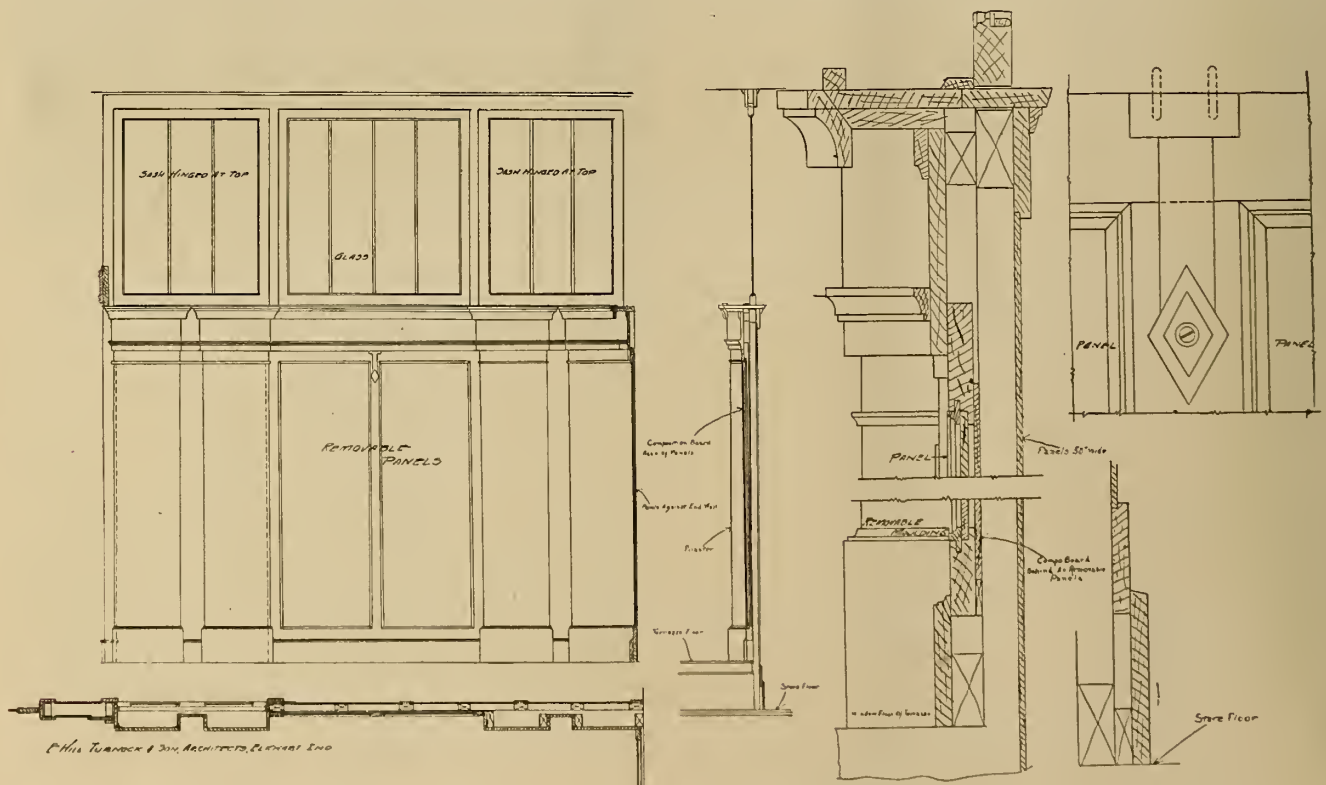
NOT so many years ago merchants and those contemplating a venture into the retail merchandising world insisted that for a retail business to be successful it must be kept off of the side street, and until a few years ago one rarely found such a business of importance situated off the principal business thoroughfare. Times have changed, however, and with them business methods, and it is no longer unusual to find a retail store prospering on some so-called side street, and men and women no longer find it inconvenient to walk a few additional steps in order to enjoy the service of an attractive store doing business outside of the business center.

The modern store front and latest methods of store and window lighting are responsible in the greatest degree to this big business development on

the side street through their compelling influence on the public. Show windows can be made enticingly attractive but the most profitable cultivation of window space depends upon the character of that window's construction. The greatest and most logical reason for the great successes on side streets is because of the modern, high calibre store fronts holding attractive displays in well lighted show windows.

Merchants the country over recognize the power of an attractive store front and never before in history has the country witnessed so many and extensive installations of new store fronts as at the present time.

What is said of the importance of an attractive modern store front on the side street applies with double the degree to the main business sections



PLAN OF INTERCHANGEABLE BACKGROUNDS DESIGNED BY W. L. HUEMAN FOR ZIESEL BROS., ELKHART, IND.



SPACIOUS NEW FRONT OF HART SCHAFFNER & MARX STORE, SPOKANE, WASH. DISPLAY BY ARTHUR LACEY.

where competition is keener and the stores in general progressive. A good front is the store's best introduction to the passerby, and the display windows provide its best selling force.

Shown here are several examples of fronts recently installed, and attention is called to the display space provided in all.

Exceedingly practical and beautiful are the interchangeable panel backgrounds designed by Walter L. Heuman and installed in the new front of Ziesel Brothers' Store, Elkhart, Indiana. The present day desire for frequent and rapid changes of display has necessarily brought about various plans for more attractive and productive displays.

One compelling feature of the new background designed by Mr. Heuman and illustrated here is that an unlimited number of beautiful settings may be installed at a reasonable cost. For instance, the panel spaces may be filled in with wall papers, wood grain papers, plush draperies, mirrors, felts, etc., and thus many varieties of trims may be used effectively with the various backgrounds. The nine windows of the Ziesel Bros. Store, with a frontage of one hundred and eighty-five feet on two streets, are featuring this panel background in figured red gum finished in circassian walnut.

With the coming of fall or any other special occasion, when the changing of the background to



NEW STORE FRONT OF HILL'S CLOTHING COMPANY, DEARBORN ST., CHICAGO, ILLINOIS



VIEW OF STORE FRONT OF THE HUB, JANESVILLE, WIS. DISPLAY BY R. SAXBY.

something a little unusual, or a different color scheme is desirable, the large panels may be removed and replaced with any of the many composition board panels, and these may be tinted, covered with felt or art papers, or one may even use the actual merchandise in the panels.

Then again mirrors could be set in or plush drapes used thus changing the individual panels. Then by removing the mullions and panels, there is left one large panel which may be treated according to former suggestions or a large scenic painting used.

Mr. Heuman has also devised another interesting feature. At the top of the window in the cornice, there is a small tract with sliding hooks which will allow the use of any style of drapery or curtain to be hung, either as a complete curtain for the whole

window or curtain panels in middle or at either end of the window next to the large pilaster which opens into the store and acting as a blind entrance into the window.

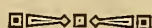
To make it more explicit the working details and cross sections are shown and for those desiring to use same will find that any contractor or mill can make them.

The floors of these windows are a permanent terrazzo in mottled senna, black and white, over which will be used a taupe chenile rug allowing a border of terrazzo to show. The windows are unusually well lighted with Pittsburgh Ready-to-Install Reflectors, type No. 50. Pittsburgh reflectors are also used for special lighting effects. The other illustrations show other types and styles of store fronts and have been recently installed.



Silent Salesmen that Talk

Artistic hand lettered price cards repeat forceful message of quality, quantity and price—Large card not so impressive—Big saving may be affected through use of small sizes—Impressions created by the use of various style cards and tickets.



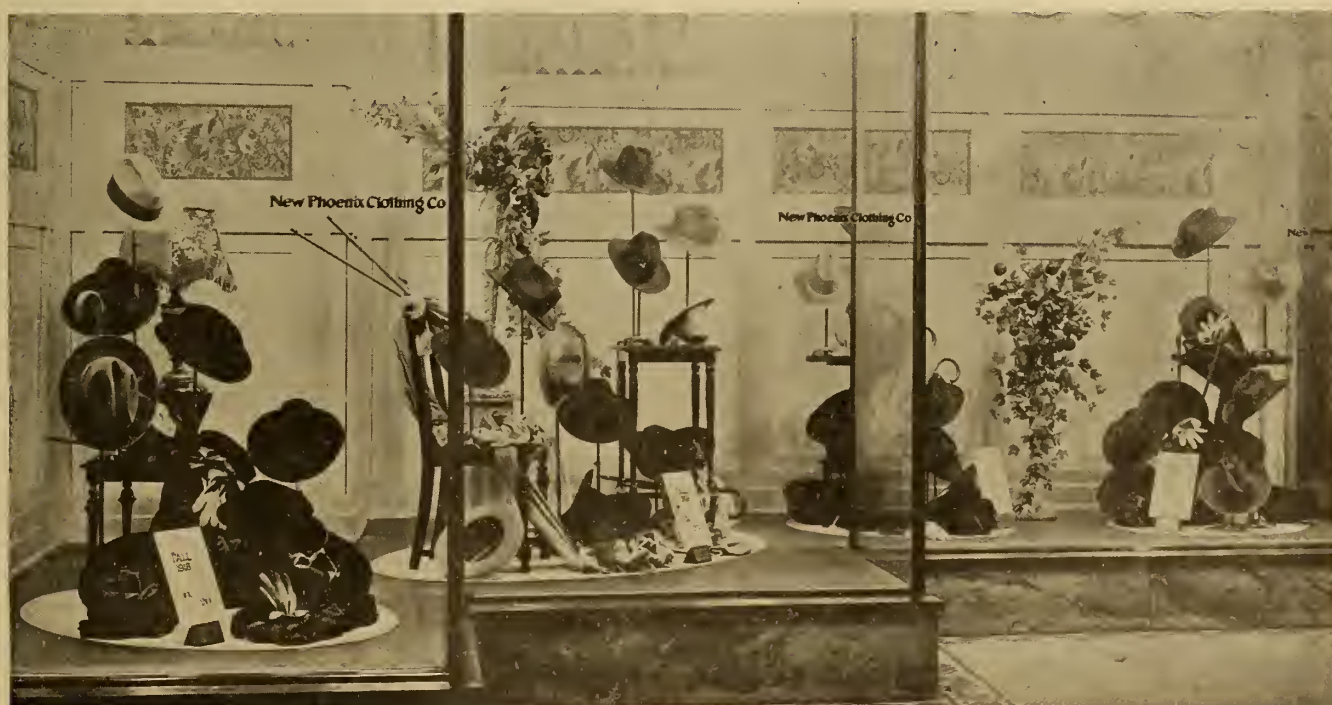
By C. D. Whitmer

A GOOD many years ago, one of our country's foremost retailers, while discussing the value of the hand-lettered price card in his establishment, nicknamed it the "Silent Salesman."

Time and experience have proven that a more apt expression cannot be conceived, for that is precisely what the show card is. When placed in its neat holder, 'midst a display of merchandise on the counter or in the show window, it constantly repeats its terse, forceful message of quality, quantity and price. To this is added the advantage that unlike even the most proficient and loyal salesman, it never stops telling its message, even for a moment; requires no lunch hour, never complains of fatigue after a strenuous day, and charges only a pittance for its services.

The size and character of this "Silent Salesman" reflects much of the general policies and dignity of the establishment and also goes far in determining the degree of efficiency that may be obtained.

The large card, often of objectionable color, with its message scrawled over all the available space, may be likened to the overbearing and boisterous salesman, whose chief mission seems to be impressing one with his importance as a salesman and forcing his wares on one whether or no. While the small white card, with its terse message in neat black lettering, is not unlike the pleasant, convincing salesman, who knows his merchandise thoroughly and in quiet and businesslike manner proceeds to enumerate the qualities and prices of his lines.



DISPLAY BY MILTON L. HORN FOR THE NEW PHOENIX CLOTHING COMPANY, MUSKOGEE, OKLA.



ONE OF A SERIES OF BEAUTIFUL DISPLAYS BY WM. H. HINKS, FOR J. W. THOMAS & CO., MINNEAPOLIS, MINN.

It was with great satisfaction that I learned, when identifying myself with the institution I now serve, that no cards were tolerated on the main floor larger than 7x11 inches, and no color but black was to be used for lettering. Occasionally, this rule is waived for very special events, but any gaudy display of large cards, muslin banners or the like is always frowned upon as greatly detracting from the dignity and general appearance of our beautiful store.

It has been my experience in a certain large store, where such a rule was in effect, to see one after another of the department heads, seek and gain permission from "higher up" for "just a few" large signs, announcing some sale in their department, until it seemed that no event was even thought of without a couple dozen large cards put up all over the store, much to the chagrin of the artistic mind of the interior decorator. It was with genuine regret that I would set out to fill an order of this kind. Not that I shirked the extra work entailed, for as a rule I was given carte-blanc as to design, color combinations, etc., and it was a pleasant diversion from the ordinary routine and incidentally made an appreciable showing on my monthly report to the cost department. But it was my sincere conviction that when these twenty-four large cards were tied around our beautiful pillars or mounted on the polished ledges, that more was lost through the cheapened appearance of the store than was ever gained in advertising for the departments affected.

I have in mind a certain other store, which, upon entering, presents the appearance of a veritable forest of signs, and banners of all sizes, colors and shapes.

Some mounted upon sticks on the counters, some hanging from posts, electric fixtures, or suspended across the aisles, while still more "adorned" (?) the walls above the shelving. So distracting was the effect, that one wondered whether it was not the display of samples from some ambitious sign shop, rather than the efforts of a modern store to tell the desirable qualities and prices of its merchandise. In fact, on many occasions I have noted that the total counter space devoted to the display of a certain item, was scarcely larger than the dimensions of the sign hung above it. Now such a condition can only tend to confuse the mind of the prospective customer. The value of the signs as a selling force is practically lost and the merchandise on display and the whole store cheapened thereby.

I cannot conceive of any stronger arguments in favor of the small, simple show card, but, if there is still a lingering doubt in the mind of the reader let him consider the saving thus effected, which is not to be lightly passed over in these days of high costs and scarcity of materials. The full card, which is variously quoted at \$5.00 per hundred up, in accordance with the grade used, may be cut into eight cards of the 7x11-inch dimensions with no waste. On this small card, with its relatively small cost, less paint is required, constituting a marked saving, and the quantity that may be turned out in a given time is, of course, much greater than could be possible with larger sizes. All of which goes to cut the cost of production, and in turn prove the economy and efficiency of the small show card as the "Silent Salesman" of the modern store.

Increased Phonograph Trade

Great impetus given to sales in music departments since close of war—Many stores remodeling with provisions for elaborate show rooms for phonographs, pianos and other instruments.

HISTORY repeats itself and so does psychology. After every world period of war or great national strain, we find a great impetus given to the fine arts; especially music—and music especially in a nation like America, where popular songs reflect the interests, activities and emotions of the people so easily and quickly.

This increase in the "demand and supply" of music, coupled with the recent cut in the price of good records will likely result in quadrupling the volume of sales for phonograph dealers especially, but for all sheet music and musical instrument dealers in general.

The West has always been noted for "quick action," and Spokane, Wash. dealers responding immediately to the new possibilities are emphasizing, rebuilding and putting "pep" in the phonograph departments.

you will behold an old "Italian garden during a musical." Eleven individual, glass-enclosed rooms placed on the sunny side of the building and opening onto a beautiful lobby furnished in wicker, palms and overhanging vines make up this beautiful de-



DISPLAY BY NED DOUGLAS FOR EILERS, SPOKANE, WASH.

The Crescent Store of that city was indeed fortunate in just having completed their fine new building so that the phonograph rooms could receive special attention without the necessity of remodeling. The picture shows the department in an unfinished state but if you can stretch your imagination a little



ANOTHER NOVEL DISPLAY BY NED DOUGLAS.

partment. Five salespeople handle the work at present but Mrs. A. O'Dea, manager, says that she will increase the force in the early Fall. The daily papers print the new music arrivals as regular news items in the Music Section:

Tull and Gibbs, Spokane, leading furniture store, are moving the Phonograph Department from the mezzanine to the main floor, where they will have 12 private rooms besides a sales floor, according to Manager Harry Andrews, and the Sherman-Clay Music Company of the same city is bringing the phonograph department to the front of the store and adding private rooms. The building is being redecorated and refurnished throughout in an artistic manner. Old ivory and mahogany will predominate on the main floor, where there will be eight well constructed rooms for phon-



SPACIOUS PHONOGRAPH DEPARTMENT OF THE CRESCENT, SPOKANE, WASHINGTON.

ograph purposes. The walls will be finished in a soft warm color, and a store which will appeal to customers as a comfortable place in which to transact business will be the result. The Eilers Piano House own their own building and are remodeling the entire building and adding beautiful new phonograph parlors.

His "Cutey Girl" window, reproduced here, is about as serious as Ned Douglas ever gets—he works on the principle that when you get a laugh out of a customer you've made a sale—and this artistic display of a fine mahogany victrola and the latest dance records while it did not create laughter—radiated a happy,

warm atmosphere that was akin to mirth and jollity. Note the paper discs set in the records giving name and ordering number of each record.

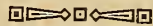
Mr. Douglas' pantomime window for Bert Williams' "Everybody Wants a Key to My Cellar"—Columbia Record, was a scream! It shows a stone wall, cellar door, path and grass. Outside lies a key for the cellar padlock and various silent evidence as to those who have already passed within, evidently in great haste; a handkerchief, a hairpin, bit of ribbon, cigarette stub, etc. To the side rests a barrel draped in crepe—but the witty display sign finished the job.



HALLOWE'EN DISPLAY BY J. WALTER JOHNSON FOR THE POWERS FURNITURE CO., PORTLAND, OREGON.

Flooring for Show Windows

Floor the molecule of details that go to make extraordinary displays—Radiates beauty of the setting—Composition board offers many possibilities for floors in the store windows—How to make block floors—Marking and covering with fabric



By Raymond T. Whitnah.

EVERYWHERE, the fall windows will be enhanced by simple yet with more elaborate settings than they have possessed before. The hand of prosperity is bringing with it the desire for better and more attractive things. The fall windows in their rich elegance will play the lead in putting appeal behind the merchandise that is so essential in the psychology of sales.

Good floors are important in the show window, and should be given more consideration and time than we sometimes allot to them. Imagine a massive fountain in any of our beautiful city parks. A piece of art to behold; perhaps antique and weird; yes, but what makes that fountain attractive, what gives it life, what makes it more than a landmark

to those who pass? It is the fascinating effect of the water as it gushes forth and rises and falls again that causes you and me to stop and become enraptured in its beauty. Of the window we might say the same. The setting itself is embellished by the floor in its foreground. A good floor will radiate the beauty of that setting. It will not detract from the merchandise, unless overdone, and will help the background to make the merchandise more effective. A floor is a molecule of the details that go together to make up extraordinary displays.

Composition board properly treated offers many possibilities for floors as well as for window settings. The ordinary painted alternate block, or the marble painted block, in eight to sixteen-inch squares,



STATIONERY DISPLAY BY RAYMOND T. WHITNAH FOR CROSBY BROS. COMPANY, TOPEKA, KANSAS.



PLATE No. 1048. DISPLAY BY HOMER H. SEAY FOR WALKER DRY GOODS COMPANY, CHARLESTON, WEST VIRGINIA.

The background of this unusually attractive display of fall millinery was made of scored composition board with alternating blocks of cream and light tan. The floor was particularly striking in composition board blocks finished as background. A beautiful Japanese painting was set back of the black latticed window. Plush drapes

were used at either side and a Japanese ornament was hung at the left of the window. The stand, chair, vase and sign frame were all Japanese design. This showing of millinery midst a striking and artistic setting resulted in many sales and brought forth most favorable compliments to the artistic ability of the display man.

has been used quite extensively and is not so much unusual. Odd shapes will conform your floor into pleasing designs. I refer to odd shapes as geometrical designs (hexagons, triangles and motifs composed of a circle with adjusted shapes about it to fit in uniformly with the rest of the surrounding floor).

Various sized square blocks used together will also make a pleasing design. Most any block floor is somewhat similar to a Chinese puzzle when setting together, but much of this can be overcome by drawing to scale the exact size of the window to be covered, using a scale of one inch to the foot. After getting the contour of your window, find the center, by making a perpendicular and horizontal which bisect where the diagonal lines from corner to corner intersect. By starting at this center and drawing your design about it you can make the required sizes of blocks to reach the front of your window. The blocks at the sides of the window may be less than a full block, but this does not matter as long as the design is symmetrical and so long as the front comes even.

After drawing the design in, it can be colored, and you will then have a definite idea of the arrangement when finished, or during the process of laying. It

will save waste, too, as you will know exactly how many blocks of the various shapes you will require.

The most satisfactory way to cut square blocks is to send your composition board to a job-print shop where they will cut with their cutting machines to any size you require. In the larger shops they have machines large enough to accommodate the full four-foot width of the board. If a difficult geometrical design is being executed lay enough composition board on the floor of your studio for one window. Following your scale drawing you have just made, starting in the center, draw the design accordingly, being careful to match edges of every next piece of the board with the design you have drawn on the previous wall board. This will do away with the edge of the original piece of board coming in the center of any block. I might explain further that to match the succeeding board with the first it is a good scheme to use a razor blade, placing it in a blade holder and cut your design where marked near the edge that is to be matched. Next, lay the edge just cut over the second board, and after squaring, mark. Cut this to fit first board. This can be repeated on the edge of each board that follows. After marking the entire floor carefully, and with the matched edges together, you

should have the exact measurement of the floor of the window. Now cut (where marked) the entire floor, starting at the front right corner and numbering each block on back, taking the same care to mark your scaled drawing which, from then on, acts as an index to locate the placement of each block.

If blocks are to be covered with fabric make your scale drawing, and before marking your board, count the divisions or seams, including one wall as one division, across the glass side of your drawing. This is to ascertain the amount of space the thickness of your material will take up on the edges of blocks. Next take the material you are to use as a covering, fold back and forth the number of times you have seams, and then placing selvage on edge of a table lay board on top and clamp tight. Measure this width with your scale rule, multiplying the amount of inches by two. This amount you divide equally between the number of seams you have, which will give you the amount that each block is to be cut shy, in order to accommodate the fabric, and so the finished floor will tally with the drawing and fit.

To make the example easier explained, suppose we have a twenty-four-foot window to be covered with twelve-inch blocks. There will be twenty-four seams. Fold the fabric back and forth twenty-four times, clamp and measure. We will say it measures two inches. Multiplying this by two, because there

are two thicknesses at each seam (the one wall seam not counted, making the thickness of the first wall seam double also), and we have four inches. One seam would take up one-twenty-fourth of four inches—one-sixth of an inch. All blocks then, must be cut one-sixth inch shy of the foot. This looks like a very small amount, but on twenty-four feet will throw your measurement off the four inches, and if this same four inches too much was on the height of your background so that it had to be cut, you can imagine where you would be. In drawing your design on the wall board then do not forget to decrease the measurement of each block the one-sixth inch or in whatever proportion the window, the size block or the thickness of your material afford.

Some good materials for fall floors are, Monk's, Friar, or Normandie Cloth, which comes in light and dark brown, green and natural. A floor of two colors, the brown and natural would be excellent. Felts are also good, there being a variety of colors in felts. Repp is another good material to be had in several shades. Satins and velours. Any of these materials can be stenciled with oil if desired. The plain shades are preferable to patterned materials. Chase leathers can be had in a variety of grains.

Another very effective floor can be had by using veneer wood blocks for a parquet border and placing a large mat of composition board covered with fabric as a center.



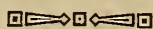
PLATE No. 1049. DISPLAY BY C. A. F. SMITH FOR HERPOLSHEIMER COMPANY, GRAND RAPIDS, MICHIGAN.

This neat showing of men's wear was made by Mr. Smith while in charge of the display department at Herpolsheimer's, Grand Rapids, Michigan. The merchandise was attractively displayed against an imitation marble background, the only decorative feature being the

massing of fall foliage and fruits. The accessories used in conjunction with the main showing gave tone and added selling qualities to the window. The floor was covered with composition board finished with imitation mahogany effect. Mahogany show stands were used.

Effects with Composition Board

Ever increasing demand for composition board for window use—Display men find remarkable uses and execute striking effects—Several suggestions for complete window background as presented by two recognized artists—Interchangeable panels and units.

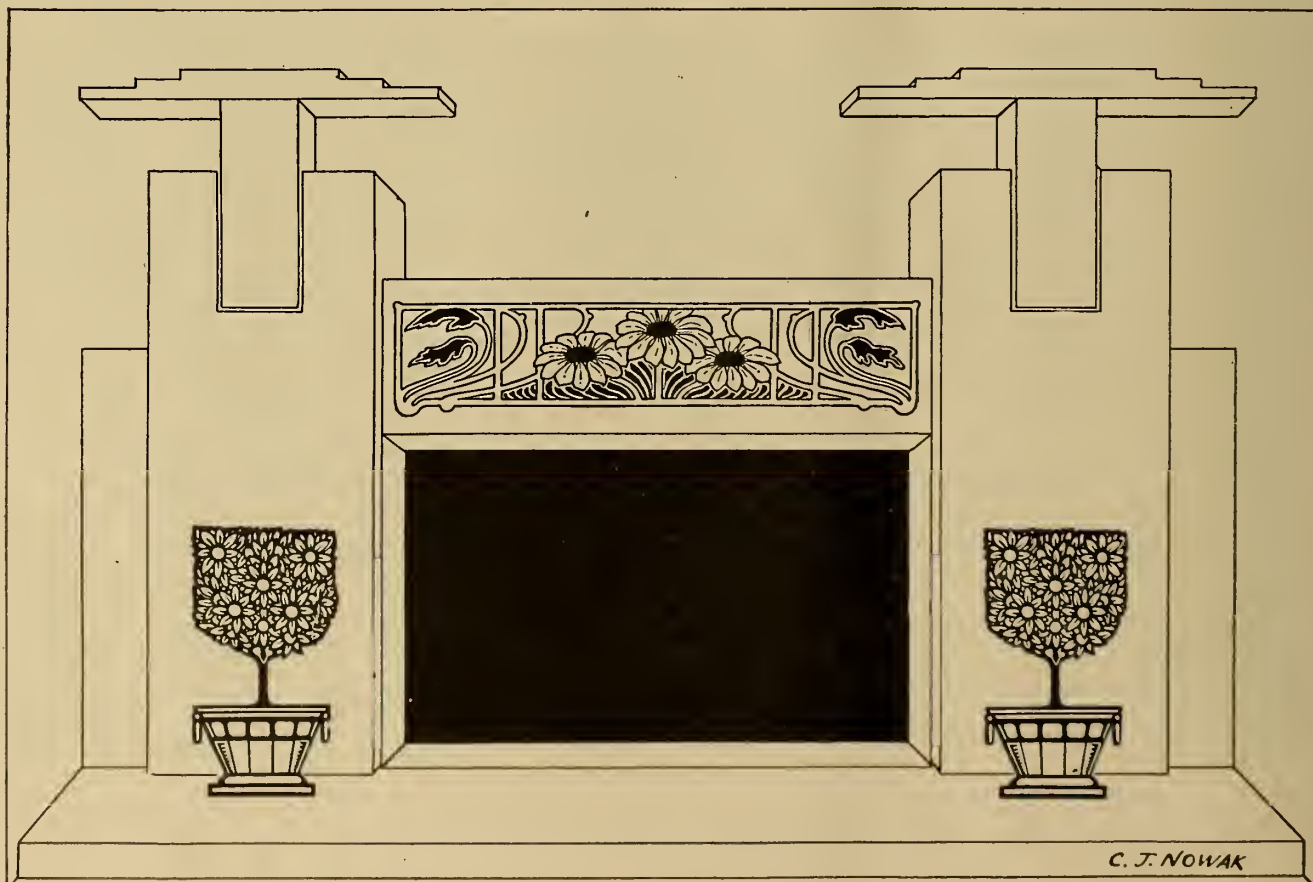


DISPLAY men and merchants are generally of the opinion that a variety of treatment in show window backgrounds gives pleasant contrast and has a decided tendency to "freshen up" the window, as well as presenting new features of window decoration which has strong appealing powers to the shopping public. While it is no doubt true that there are many stores who still maintain that for reasons pertinent to the store's policy temporary backgrounds are not used, and while many of the leading stores, especially specialty shops, take this view, the number is remarkably small when compared to the thousands of retail merchandising insti-

tutions favoring the introduction of temporary backgrounds into the displays.

What the great majority of display men claim to be the best method of injecting contrasts and new style of treatment into the show window is found in the use of composition board, and today, the quantity of this material used for backgrounds, panels, screens and fixtures presents an enormous figure.

Composition board has fittingly been termed "the display man's best assistant," and the many uses to which this material has been put by the display artists verifies the confidence expressed in its practicability as window and store equipment.



C. J. NOWAK

PRACTICAL BACKGROUND SUGGESTION BY C. J. NOWAK, CHICAGO, ILLINOIS.



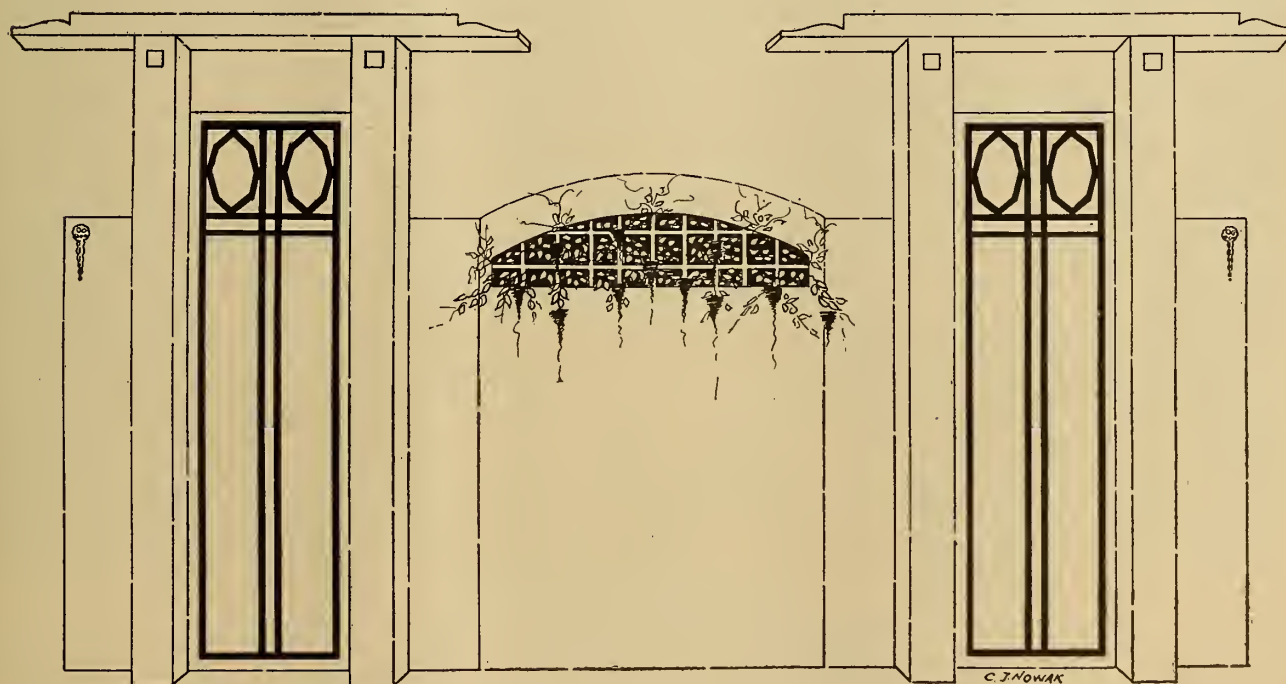
COMPLETE BACKGROUND SUGGESTION BY A. G. STEN, WEST FRANKFORT, ILLINOIS.

Composition board while making an excellent material for permanent show window backgrounds, finds its greatest use in temporary settings, panels and fixtures, and it is really remarkable to witness the wonderful results attained every day with this material.

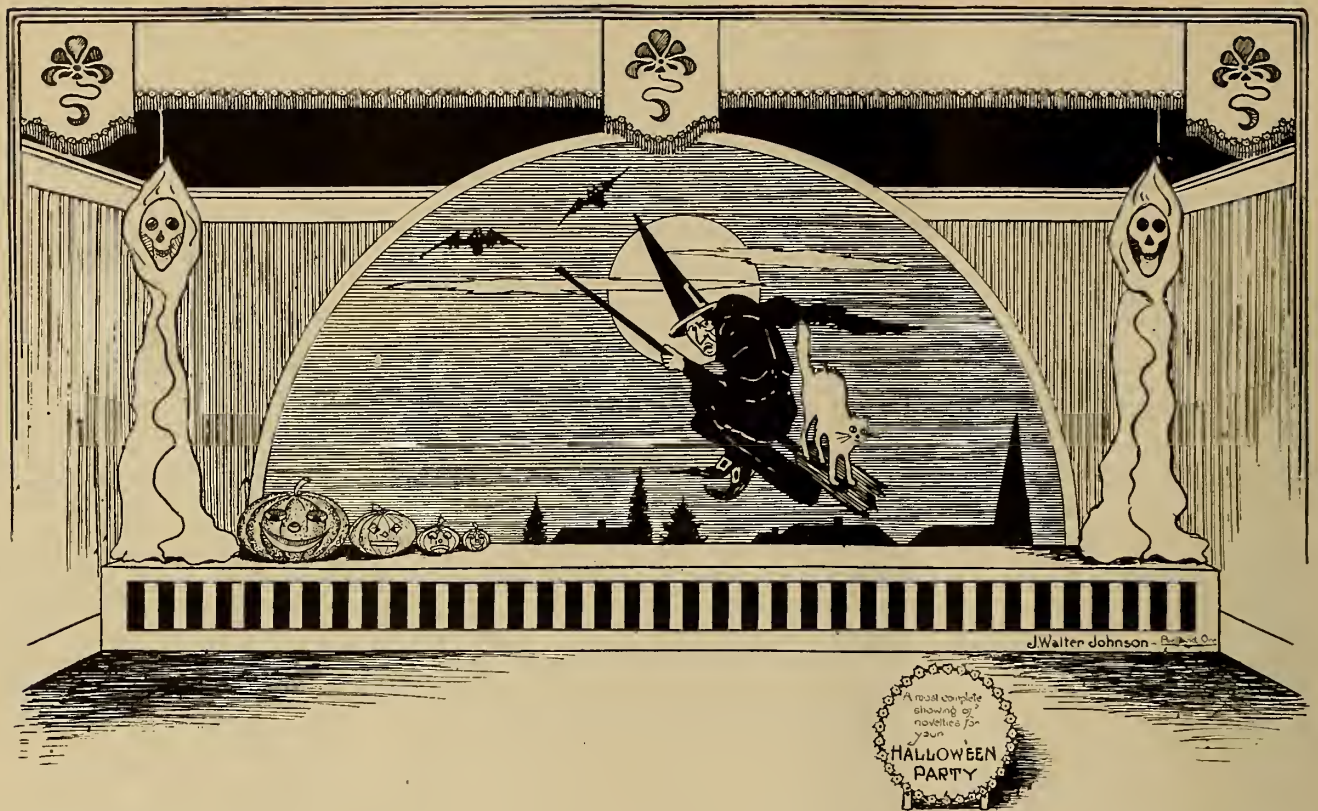
Shown in connection are several practical suggestions for window backgrounds, any one of which contains several ideas that may be readily adapted to some other design should the display man so de-

sire. Each suggestion has composition board as the basic foundation and it will be easily judged that they are indeed practical, and present opportunities for unusual and artistic displays.

Two of the suggestions shown were designed by no less an artist than C. J. Nowak, for years one of the recognized leaders in the profession, but at the present time interested in other work in Chicago. The halftone shows a beautiful design by A. G. Sten, West Frankfort, Illinois, another display



ANOTHER PRACTICAL BACKGROUND OF COMPOSITION BOARD, BY C. J. NOWAK, CHICAGO, ILL.



HALLOWE'EN SUGGESTION BY J. WALTER JOHNSON, POWERS FURNITURE COMPANY, PORTLAND, OREGON.

man of national prominence, and one of usual creative ability.

The designs of Mr. Nowak are simple in design yet unusually attractive in architectural features and with the exception of artificial flowers for embellishment are completed in composition board.

Mr. Sten's completed setting presents a black frame work to be built of lumber one-half inch thick and about four inches wide and should be painted black or in some color to harmonize with the color scheme to be used by the display man. The cross arms carrying the Japanese lanterns should be cut out of one inch board and finished as frame work, while the top and four side panels may be painted muslin or composition board. Should they be finished in black and white, or any other combination

care should be used so as not to kill the color effect of the general setting. On the center panel, beginning at the top is a horizontal piece which could be very effectively carried out. Particularly pleasing would be the effect in using gold or aluminum bronze for the irregular ornaments, with the long panel of tracing cloth with designs painted on in solid black. Should this be done and placed about six inches from the window background proper, and in connection with four or six orange-colored light globes a most pleasing effect will result. The panel, however, may also be painted on a solid background, while the bottom panels may be painted or cut out, just as the display man chooses. This suggestion is simple and may be placed in the window at a very small cost.



State Street Notes

Gorgeous expositions to be the feature of State street this month—Plans perfected for most beautiful Fall displays in history of world-famous street—Windows of unusual attractiveness feature furs and silks during month of August—New materials introduced—Trade brisk.

WITH the fall openings but a few days away State street display managers are putting the finishing touches on what undoubtedly will be the most beautiful and elaborate settings ever presented through the show window. Merchants as well as display men are unusually enthusiastic and money is being freely appropriated for State street's grand Fall exposition of 1919, which will most likely open on Monday, September 15.

The display windows during the past month, while in the most part given over to sales events, have been unusual in their beauty for this particular season of the year, and exquisite showings of merchandise has been the rule in most of the big stores, particularly at Marshall Field & Company's, Carson, Pirie, Scott's, Mandel's, and Chas. A. Stevens &

Bros.' Allan Kagey, display manager for Mandel Brothers, had a most appealing set of backgrounds done in black and white with ornamentations in red, a photograph of which is reproduced here. A simple, yet exquisite display of millinery arranged by Mr. Tannehill at Carson, Pirie, Scott's brought forth much comment and must have resulted in a tremendous volume of sales. The hats were artistically arranged against a drape of deep grey, the floor being covered with the same material. The hat stands were of dark walnut finish. A table of the same material was placed in the center of the window and held a massive basket filled with fruit.

The great island window of Chas. A. Stevens & Bros. was given over to the August fur sale and D. W. Moyer, director of the Stevens' display depart-

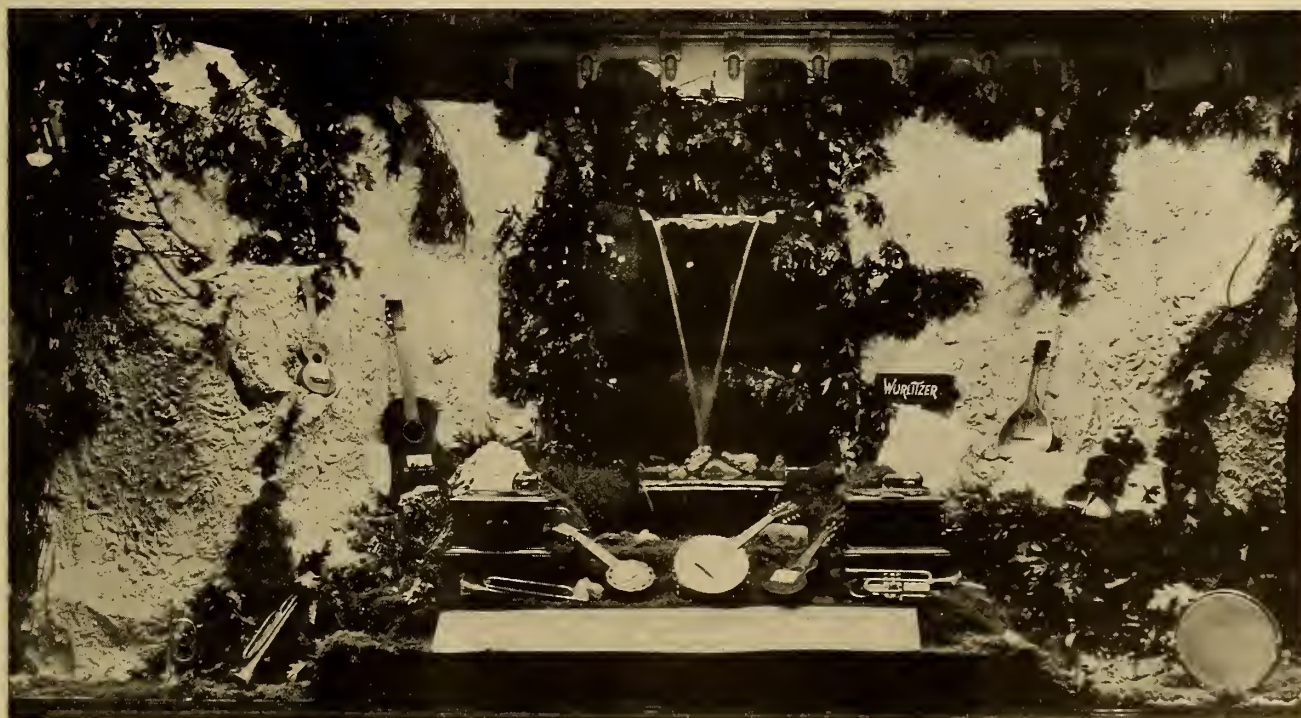


PLATE NO. 1050. DISPLAY BY CHAS. W. MODEROW FOR RUDOLPH WURLITZER CO., CHICAGO.

"The coolest spot in town" is what they said about the window illustrated here. The display was exceptionally attractive and resulted in the sale of a great quantity of musical instruments. The water was used over and over again, dropping from a small tank into the large tank below, from where it was pumped up to the top again. The capacity of the pump was 16 gallons per minute and had a meter

power of $\frac{1}{4}$ horsepower. The rocks were made of plaster paris on unbleached muslin in sixteen weaves and was draped over ordinary boxes. Plain green oak foliage was abundantly used and added to the realistic and artistic effect. A colored light placed in front of the lower fall, hidden under the moss, gave a wonderful effect when reflected in the even sheet of falling water.



DISPLAY BY A. H. KAGEY FOR MANDEL BROTHERS, STATE STREET, CHICAGO.

ment had a most attractive showing. The arcade windows were beautiful in ivory and gold with flowers for ornamentation. Another window that attracted unusual attention and brought forth many favorable expressions was in at the D. S. Komiss & Company store where W. Guy Warner directs the display department. A beautiful line of furs was shown in a most artistic setting featuring a background of sky blue sateen with black bottom border in metallic designs. The ceiling was cream colored sateen from which suspended lanterns in yellow sateen and black velvet. The floor, made of composition board, was covered with heavy marblized paper producing a most pleasing effect. A modern art design in metallic coloring was placed at the rear of the opening in center background.

Display Manager Beaver, at Henry C. Lytton's, kept the departments busy taking care of the customers attracted by his displays of men's summer suits now placed on sale at greatly reduced prices. Considerable space was also devoted to boys' school suits and furnishings.

Exquisite draping of silks and fabrics featured the windows of Marshall Field & Company during the past month, and all the latest in fashionable materials were displayed. Metal and tinsel brocades together with brocaded velvet designs woven on heavy charmeuse, and Kumsi-Kumsa in Jaquard designs of great squares in striking colorings were strong features in the show windows. New woolens of surprising charm, "Velangora," a new coating, and "Radio Marvella," another new and pleasing heavy material, created much interest. "Velangora"

and "Radio Marvella" are soft, heavy materials of fine draping quality.

Trade continues good and despite a decided combination of intricate factors functioning to restrain liberal purchasing, sales continue active and in advance of most previous similar seasons. However, a number of leading Chicago retailers admit the evidence of a gradual falling off from the buying level as manifested during the preceding months. With the outcry against profiteering manifesting itself in every nook and corner of the country merchants are not at a loss to understand the gradual decline in purchasing activity. Whereas, the raising of prices six months ago failed to cause even a flurry of excitement the general public today resents in no uncertain manner the advance in prices and accordingly it is showing a well developed disposition to hesitate before making the purchase. In brief, the public is beginning to figure the cost. All this results in the public's refusal to buy more than is needed and to purchase only when the need is urgent.

As far back as last Spring it was generally noticed that the dial of fashion had begun to return its point from the sparse buying and simplicity of dress which was the vogue during those trying days when every effort was being put forth to be of aid in bringing to a hurried end the strife that had gripped the world, to the exact extremes of rich, luxurious fashions. The dresses and costumes now being shown for Fall and Winter wear surpass in richness of material and ornaments anything



MR. TANNEHILL'S MILLINERY DISPLAY AT CARSON, PIRIE, SCOTT'S, STATE STREET, CHICAGO.

shown in previous years. Furs and metal brocades are gorgeous and in immediate favor. Broadcloths are destined to great popularity with brown the general choice, and tricotines and gabardines will also strike a popular chord with the discerning pub-

lic. As usual Georgette and crepe de chins are selling big with every indication that they will not decline in popular favor, but from present indications of the market the prices on these materials will continue to advance



DISPLAY BY W. GUY WARNER FOR D. S. KOMISS & COMPANY, STATE STREET, CHICAGO.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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September, 1919

Australian Artist Impressed

ALBERT GREGORY the well-known Australian display man who has been visiting in the States for several weeks has returned to his home at Sidney with the most favorable impression of American methods and men. Before departing this country at San Francisco, Calif., Mr. Gregory referred to his visit here as follows:

"It is the grandest experience for any display man throughout the world to take a trip to America and see real things. I was impressed mostly with the wonderful stores, store fixtures and the beautifully fitted show windows. No expense is spared in fitting up these places with the best materials and workmanship, consistent with true American artistic ideals. No wonder your multitudes flock to the cities and seem to live in department stores, hotels and cafeterias. The pleasing richness of these places is surely an irresistible attraction.

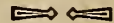
"I was struck most forcibly by the fact that American show windows are so elegantly and richly built in many cases it has become superfluous to

add anything further than the merchandise itself. That to my mind is ideal. To be sure, I speak in general terms. Take Marshall Field & Company, Chicago, for example. The window settings here are world renowned and I believe that if the modern stores were able to do as this great institution is doing the show window would be still more interesting and more valuable. However, since we seem to have reached that stage of moderation in decoration and a better appreciation of the actual merchandise, those rich carved wood and composition board backgrounds and tile floors are the best possible means for this moderation, and at the same time focus more attention on the merchandise.

"It seems to me, that, if we are not very careful, too much reliance may be placed on the permanent backgrounds and the displays become monotonous and too conservative. Unless the proper "pep" is given to the handling of the merchandise, or periodical introduction of some clever setting, I feel this will be the case. After all, window display has an unlimited scope and I believe we should not confine it too severely."



THE Annual Prize Contest of MERCHANTS RECORD AND SHOW WINDOW is now open. Read the rules and conditions on another page of this issue.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.

Thos. F. Condon, Pensacola, Fla.

Harry W. Hoile, Johnstown, Pa.

Chas. T. Boyd, Seattle, Wash.

Carl Goettmann, Pittsburgh, Pa.

J. H. Wood, Paris, Texas

C. M. Shrider, Zanesville, Ohio

E. J. Short, Rochester, N. Y.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

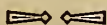
Errors in Listing Photographs

OWING to errors in the listing of photographs entered in the I. A. D. M. contest of 1919 a number of the winning displays have been credited to display men other than the proper parties. In the August issue of *MERCHANTS RECORD AND SHOW WINDOW*, which contained the official report of the recent convention of the I. A. D. M., prize-winning photographs in the various classes were reproduced and in three or four cases credit was not properly given owing to these errors in listing.

The Secretary's book shows Ellis P. Lavin, Yowell-Duckworth, Orlando, Fla., to be the winner in Open Class 25, yet the winning photograph in this class as designated by the judges and reproduced in *MERCHANTS RECORD AND SHOW WINDOW* as the winner is the work of Bert Cultus, display manager for Rhodes Bros., Tacoma, Wash. F. O. Reyer, Balle-Brodersen Co., Denison, Ia., is given credit for winning first prize in Class 27 Open, whereas the first prize in this class belongs to J. Walter Johnson, Powers Furniture Co., Portland, Oregon. The photograph reproduced on page 47, August issue of *MERCHANTS RECORD AND SHOW WINDOW*, shows Mr. Johnson's winning display.

First prize in Class 31 Open was won by Curtiss L. Ferrell, The Davidson Company, Hattiesburg, Miss., but the photograph sealed by the judges shows a display by Homer H. Seay, Walker Dry Goods Company, Charleston, W. Va. Mr. Ferrell is the first prize winner in this class and Mr. Seay is awarded third prize.

Mistakes of this character, while not always avoidable, are in the most part unnecessary and the officers of the Association will do well to make better arrangements for the handling of the contest details.



The Advantages of Ordering Early

NEVER before in the history of this country has a similar condition prevailed among manufacturers of store equipment and window display material. This is the first year on record when there has been no falling off of business during the summer months. Ordinarily the months of June, July and early August are very quiet, but that was not the case this year.

Factories in all lines of store equipment have been running full blast throughout the summer months and most of them are now at least ninety days behind with their orders. Some of them are even further behind and there is no visible sign of a let-up. Those who are best qualified to express an opinion take the view that there will be a big demand for all sorts of store equipment for many months to come.

Merchants generally have appreciated the necessity of early ordering, but there are some who apparently held off under the impression that prices will come down. It is more than likely that prices will be lower—some day, but there is no present indication of a material reduction. On the other hand, there is every indication that prices will be advanced. If equipment is needed now, we believe that the best thing the merchant can do is to place his order at once.

Display men are especially urged to send in their orders as soon as possible. All of the big factories making window display material are now running at full capacity and there is every indication that more decorations will be used this season than ever before. This means that late orders may not be filled and display men may be disappointed. Make your plans now and order your goods at once—that is the only safe way.

Our Service Department

To help our readers we have arranged to act as a clearing house for information concerning store equipment of every description. If you are preparing to buy store or display equipment, decorations, etc., and require any information on these subjects, we will be glad to supply it.

The following list covers a variety of subjects. Check the subjects in which you are interested and send us the form. We will see that you receive all available information covering the questions asked:

Service Department,

Merchants Record Co.:

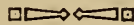
Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Furniture.....
Outside Show Cases.....	Shelving
Show Cases.....	Counters
Clothing Cabinets.....	Wood Display Fixtures....
Bargain Tables.....	Metal Display Fixtures....
Store Seating.....	Wax Figures
Lace Racks.....	Papier Mache Forms.....
Rug Racks.....	Electric Signs.....
Curtain Racks.....	Window Lighting.....
Backgrounds, Ornamental...	Show Case Lighting.....
Backgrounds, Hardwood....	Artificial Flowers.....
Cash Carriers.....	Valances
Package Carriers.....	Soda Fountains.....
Cash Registers.....	Store Ladders.....
Delivery Wagons.....	Air Brushes.....
Delivery Trucks.....	Store Designing.....
Write in names of subjects not listed.....	
.....	
.....	
We expect to build (.....) Remodel (.....)	
Date	
Name	
Address	
.....	
Dimensions of Store.....	
.....	
.....	

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

YOU who are imbued with the idea that one needs a raft of material to make a plain, an artistic, or classy card are given notice herewith that the only tools used in making these four cards were one "punk," Number Eight stock brush and a Number One and Two text pen.

Card Number One shows a plain legible brush card. Number Two shows a rapid, graceful, flowing letter—the two pens were used on this card for contrast.

Card Number Three shows a card on same order

as Number Two except that the Number One pen was used. Notice how contrast is had here by play in the heights of letters. A large, heavy figure should never be used in conjunction with this letter

Card Number Four shows a brush, Roman letter carefully made in the two display lines and the remainder of lettering is done with a Number One text pen. There are many stores which prefer a card like this; both as to phraseology and display.

Wherever Roman caps are used any letterer must be sure of himself, for nowhere will faulty

*Authentic
Modes
for
Immediate
Wear*

*Exquisite
Furs
of Wonderful
Design—
A small payment
will hold until wanted*

No
Profiteering Here
These
Silk Scarves
worth a dollar
75¢

3

Our
STYLES
and
VALUES
 are the
 Talk of the
 Town

4

construction and spacing show a man up as in this particular case. Note especially the three bottom lines—"are the Talk of the Town." These, as stated, are done with Number One pen text, but the spurs or serifs are put on with a fine steel pen. The text lettering is all stumped in first, then finished off. You couldn't get this sharp effect by finishing off with text pen—on the contrary, time is gained by finishing off with a fine pen more suited for this work, and a better letter obtained. Mr. Old Timer or old Mr. Rut may not believe it, but it is true nevertheless.

You will also note the perfection obtained in the lines under "Styles" and "Values." In ninety-eight shops out of every hundred you wouldn't find a ruling pen—it doesn't cost a fortune, yet it is the only way to make a uniform line outside of an intensely fine hair line.

Reverting to Card Number Two, I might say the stock used was mat board the surface of which did not lend itself to as graceful a letter as I generally make in this style. On a coated board a nifty letter is more readily made. I want to call your attention to a few letters here. Unlike other text letters the pen is only raised when it must be. In the lower case "n" and "m" it is not raised at all, but on completion of down, heavy stroke is immediately and quickly whipped up with a quick semi-twist for the hair line. This is perhaps more noticeable to the student in the "n" in design. Naturally this holds good in letters "h" and "k."

In letters "a," "g," and "q," the left crescent

stroke is made first, then the top horizontal curved stroke and the down stroke follows without raising pen. The capital "A" is marked to indicate making. In other text letters the pen would be raised here for each stroke. In the letters "M" and "N" as seen on Cards One and Three the pen (or brush) need not be raised from the paper in making the component or principal strokes of the letter. For example, on Card Three, notice "N." We begin at base, with upward stroke, go to top, come quickly down with a compound twist and whip up again. Then raise pen to put on horizontal curve at top of stroke One. The same is true of "M" on Card One, only we whip quickly down with a single curve stroke off the hair-line of what would be an "N."

On the "M" though appears an extra curved stroke which is not added to "N"; that is, the up curved stroke at base. It naturally follows that this "M" can be made and is made with three strokes with text pen—or brush trained flat.

The careful student will also notice the "c" and final "s" in scarves. Here on the completion of the top strokes a little extra pressure is put on pen as it leaves the paper, which kind of gives a more graceful curved effect than you will get until you do this.

Try making a hundred capital M's and N's with a Number Two text pen, retainer attached, and India ink, white coated board—letters one inch high, slant as indicated. Then try small m's and n's, one-half inch high—same pen.

Window Setting Design No. 12

THE design reproduced in full color on the front cover of this issue of *MERCHANTS RECORD AND SHOW WINDOW* has strong tendencies of the Pompeian style of decoration and presents a most interesting and practical type of decoration for show window settings.

The Pompeian period followed the Roman and dates from about 100 B.C. to about 79 A.D. Some of the most beautiful forms of mosaic work was undoubtedly done by the Romans who produced not only geometrical mosaics, as we so generally observe in the many floors excavated at Pompeii but flowers, animals, still life, divine and human figures were frequently employed in the beautiful creations. Marble was one of the chief materials used though stone of different colors was popular. Many beautiful designs were worked into the marble. The wall paintings found at Pompeii afford an excellent idea of the lost Grecian paintings, for most of the Pompeian as well as Roman works are in fact reproductions of the originals of the Greek masters.

There were no windows in the apartments of the Pompeian house the walls being divided into a middle and upper section and a dado, the latter generally having had a black ground with simple ornaments or linear decorations. The ground of the middle space was usually decorated or enlivened with one or more figures or landscapes having highly ornamented bodies. Their upper spaces were usually enlivened with graceful scenes in a variety of colors. Besides the rich arabesques, there were garlands, fruit, candelabra and animals worked true to nature. The walls always terminated at the top in a small painted stucco concave with the ceiling beginning at and rising from this point.

While the similarity of the Pompeian style of

decoration to that of the Greek design in line and form is decidedly pronounced, for as stated before, most Italian designs date back to the Greek, in the realm of color the Pompeian has surpassed all others, but always color of that rich quality so well

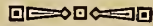


illustrated by the red bearing the name Pompeian. Practically all the adjectives synonymous with richness and luxurious might well be used to describe the life and art of this beauty spot of the Mediterranean wiped out by a mighty burst of Vesuvius.

For use in the show window, in addition to the suggestion presented in the cover design, practically anything of a classic nature may be added.

Notes from New York

Fixture manufacturers experience unprecedented business—Early showing of Fall merchandise at McCreery's—Bedell's new store to be formally opened about September 15—Dearth of good window assistants in the big cities of the East—Juvenile windows receive more attention than formerly—Notes of the men.



By F. F. Purdy.

THE fixture people are dealing with a volume of business that probably none of them ever saw before. There are many improvements contemplated in a number of the stores hereabouts, including backgrounds, etc., and orders have been in for many weeks, and upon the ability of the various establishments to turn out the work depends the extent of the betterments that will be made in the accessories of display in our leading department stores. Repair work that has been sent out takes a long time to meet completion. It is not a case of expense, but simply one of labor. One of our local display managers remarks, that if he "gets stuff ordered back in April" his store will have a big opening around September 15. "It is not a case of working out plans, with the display manager," says this observer, "and getting the best ideas; it is whether he can 'get the stuff'."

Similar conditions meet the average buyer. He nor the store are worrying about selling. The buyer

has forgotten his old-time anxiety about "last year's figures." He is doubling the money value of his sales right along, as compared with last year. There is a raft of goods selling right out of the windows every day, as well as samples of new goods lying about the departments. Display managers generally are beginning to appreciate the fact that it is going to be a case of merchandise of all kinds this fall." There is no time for them to lose if they want to get orders for holiday goods in in time for delivery when needed.

There have been an unusually large number of visitors buying fixtures and display accessories of all kinds. Among them were M. J. B. Tennent, display manager for the Meier & Frank Co., Portland, Oregon, who came East after the convention; Carl Goettman, of Joseph Horne & Co., Pittsburgh, who was combining a little vacation with looking over the market, and spent a few days at Atlantic City; W. Oxenreiter, of Kaufmann-Baer Co., Pitts-



PLATE NO. 1051. DISPLAY BY WM. R. CHANDLER FOR FOUNTAIN'S BIG BUSY STORE, GREENWOOD, MISSISSIPPI.

The background of this display was composition board finished with water color and sawdust in medium green. The draperies were in a tone of tan and the birds were cut from composition board and hand painted. A beautiful scenic done in water color formed the center of background. The upright set pieces used at either end of back-

ground were constructed from 1 $\frac{3}{4}$ x $\frac{7}{8}$ -inch lumber and were adorned with grape vines. Round hoops were used on top of stands and finished in green. Foxtails were used in pots. A beautifully designed card was used in center of the window. This display was rich in appearance and presented a pleasing study of color combination.

burgh; Joseph Balderston, formerly display manager for Bloomingdale Brothers, and now with The Cohen Co., of Richmond, Va.; L. M. Regrain, Oppenheimer Collins & Co., Cleveland; Mr. Hartzfield, of The Parisian; Mr. Nichols, of R. H. White Co., Boston; Jack Ralston, The Levy Co., Houston Tex.; Jack Darling, of Thalheimer's, Richmond, Va.; and Jack Boyce of the Rosenbaum Co., Pittsburgh.

John H. Beyer, display manager for James McCreery & Co., is finishing up putting mahogany parquet floors in all his windows, starting the re-arrangement ultimately of the entire window scheme. McCreery's showed fall merchandise earlier than ever this year. There was a fur window in the first of last month, with a showing of shadow boxes with exhibits of fur-bearing animals in their native haunts, also evergreen trees in winter garb giving the department a cool setting in the warm days. The results, moreover, were excellent, for women are getting forehanded and more ready than ever to anticipate their wants far ahead. At about the same time a start was made at showing men's and women's fall suits, coats, etc. Some of the coats were expensive articles, trimmed with fur, and a number of these were sold direct from the windows, including one priced at \$390.

Beautiful Decorations at Gimbel's.

Gimbel Brothers are putting lamps around their store on all sides matching those surrounding the Hotel Pennsylvania, thus making one complete unit of this great block. The Pennsylvania is a great hostelry, claimed to be the largest in the country, with a little army of guests, and maintenance of a

kind of identity with the Gimbel store facilities a great amount of this transient business. The aggregate amount of the merchandise delivered at this hotel from Gimbel's is enormous. The management, by the way, has bought the building they occupy from the Greeley Realty Co., which is assessed by the city for \$6,630,000. As owners, Gimbel Brothers will save some \$250,000 a year, it is stated, materially reducing expense of operation. The store has 45 show windows and 46 elevators. Display manager Hopkins has been making material improvements in the employees' lunch room, especially enlarging the men's section. After Mr. Hopkins' return from the I. A. D. M. convention, his assistant, R. E. Jones, left for his vacation at Delaware Water Gap, returning August 18.

Mr. Munn, Franklin Simon Co. display manager, returned August 25 from a fortnight's vacation. His jaunt to the convention was only a little appetizer. Mr. Munn was greatly interested in the convention, and appreciative as well of some of the fine show windows they put up in the West.

Mr. Frankenthal, of Altman's, had his usual vacation at Haines Falls, in the Catskills, and has been going there so many years that the boys there no doubt call him "The Mayor." Quite a number of visitors in the craft call on Mr. Frankenthal in the course of the year, who see sketches of his work and read about him in *MERCHANTS RECORD AND SHOW WINDOW*. Last month there were Albert Michael, display manager for I. Hamburger & Sons, Baltimore; A. Rae Wagoner, display manager for A. T. Lewis & Son, Denver, Colo., and Miss Mary S



DISPLAY BY WILLIAM H. HINKS FOR THE J. W. THOMAS COMPANY, MINNEAPOLIS, MINN.



DISPLAY BY B. J. MILLWARD FOR MANNHEIMER BROS., ST. PAUL, MINNESOTA.

Lupton, of Hothschild, Kohn & Co., Baltimore, who drapes many of the forms for that house and is posting herself on some of the conditions in the profession during a little vacation trip to New York. Samuel Ellis a well-known member of the Altman staff, returned August 18, from his vacation spent at Martha's Vineyard. The entire main floor at Altman's, by the way, has been completely redecorated and a new flooring laid—an excellent "foundation" for a big fall business.

Trewhella Impressed with Convention

J. R. Trewhella, display manager for Best & Co., returned from his vacation of ten days spent at Denville, N. J., with the encampment of his cavalry troop of the New Jersey National Guard. Mr. Trewhella is going right up in the Guard, and is now 2nd Lieutenant, to say nothing of vice-president of the I. A. D. M. He pronounces the last convention the best in every way the association has ever had, in numbers, program, spirit, etc. The committee of arrangements were entitled to high credit for the results brought out by their careful work. The selection of Detroit for next year he regarded as along the right line, and affords an opportunity to get the spirit and methods of one of the fastest-growing cities of America at short range. Mr. Trewhella reports that with the acquisition of the building next door by Best & Co., a further invasion of the building will be made for the growing business of this house, and he is busy making the arrangements. He is sending his assistant, Arthur Schrader, away on a vacation at this writing, through Central New York, winding up at his old home at Warsaw, N. Y.

Bedell's, whose contractors have been working since July 10 on their new store on Fulton street, near Hoyt, Brooklyn, are now expecting to formally open this place about the middle of September. Mr. Boustead, who is head of the display department of this large specialty house, and merchandises the windows as well, informs us that the frontage of this new store will exceed that of any specialty store in Brooklyn. There will be a terra cotta front, with island windows, and everything up to the minute. Mr. Cook, who for several years has been in direct charge of the windows here, still remains. A change has been made in the direction of the windows of the Pittsburgh store. Mr. Boustead has the oversight of the windows of the twelve Bedell stores, scattered over a wide circuit, and he visits the majority of them once a month. The windows are merchandized on a careful system, as charts are sent to the local trimmer for every change, and these charts are uniform, according to the stock, public needs and merchandise to be pushed. Thus it will be seen that the Bedell windows are practically the same, wherever the location, in the merchandise displayed.

The new furs were displayed in August at Gimbel's and Lord & Taylor's, and both stores made an excellent showing. Gimbel's emphasize this sale sufficiently to get out a large placard for use throughout the store as in the case of the furniture sale. Mr. Hopkins here places quite a number of handsome fur garments in the window, with a placard, and makes a splash not to be overlooked. Lord & Taylor have two large fur windows, with but a

few pieces, animal skin for the floor, toilet table at back, high stand at each side of same for the orange colored candles that Mr. Weisgerber affects. A giant urn is at left side with big bunch of what would be poinsettias were the leaves not black, with vari-colored centers. Gloves, collars and other accessories were on table and floor.

Dearth of Good Assistants

The lack of good assistants is commented on here, some display managers of specialty stores remarking that they have recourse to assistance from porters in cleaning windows, fixtures, etc., which they would as soon get along with as with much of the help they have been able to secure. When a good assistant is secured he is treated well. Head men appreciate it when they can give a helper work to do and have the positive feeling that it will be done. Much of the time, in some places, the distrust felt of a job being correctly completed is a worry to a man. The remark is sometimes made, "If I want a thing done, I have got to look after it myself." There is doubtless a good deal in this in some cases, but at the same time the most successful administration is in training people to take re-

sponsibility and carry it worthily. At the same time, there is no question of a dearth of good men, and we are told a number could be placed.

Juvenile windows receive much more attention than formerly, with correspondingly interesting results. They are a good commercial proposition, appealing to the women, who are 90 per cent of the shopping public. In Manhattan, Best & Co. and Franklin Simon & Co. recently have put up some excellent windows of the kind through Messrs. Trehwella and Munn, the respective display managers, which we have described. A late excellent window was that of Mr. DeVausney's, at Namm's, in Brooklyn, designed to show off a lot of juvenile frocks. Thus twelve little girls, with hair and gowns all different, were holding hands in a circle around an American flag planted in the center, with a boy and girl together as color guard. The showing "got the crowd" further by the fact that the boy was "Buster Brown," with the wicked eye, and "Tige" was near him. The wicked eye, moreover, was keenly planted on the little lady near him. The floor covering was grass, and there was a great wide green background, in front of which was a farmer-owner of the place, in his working togs, en-

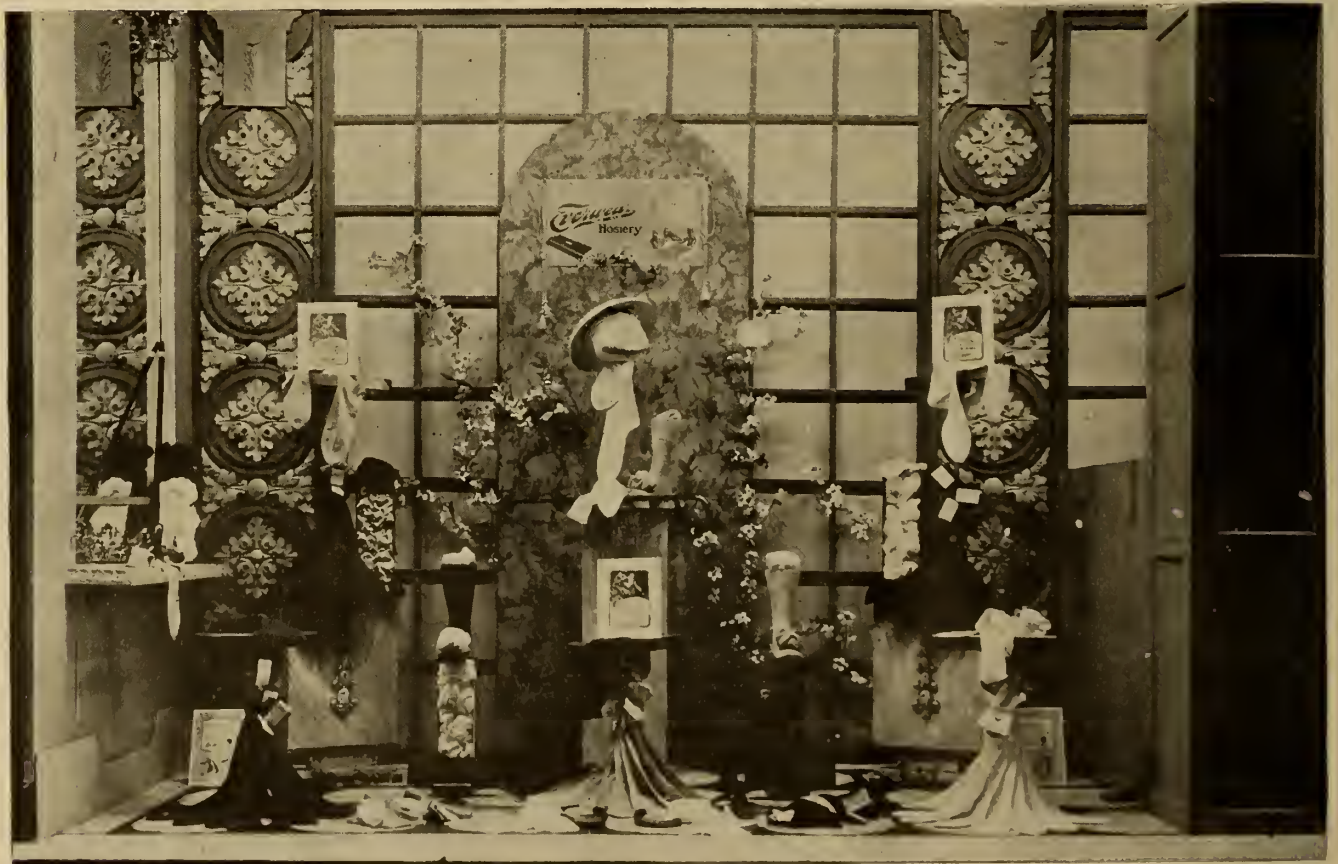


PLATE NO. 1052. DISPLAY BY W. YEAGER FOR WOLF GREISHEIM & SONS, BLOOMINGTON, ILLINOIS.

The attractiveness and selling power of this window display lay in the simple arrangement of the merchandise. The color scheme of the modern art background was in various shades of green, and a panel of tapestry wall paper in shades of green harmonizing with the background was placed in the center. A small vine was artistically used

with the lattice work. The hosiery was placed in several interesting ways, making an extremely catchy display. This display proved a big drawing card and resulted in a great volume of business for the hosiery department. Liberal use of the manufacturer's advertising material enhanced the display.



R. T. WHITNAH

A KOESTER MAN

WINS HIGHEST HONORS IN 1919 CONVENTION CONTEST

Mr. Raymond T. Whitnah, with Crosby Bros., Topeka, Kansas, a student of the Koester School, won the highest honors at the recent Window Display Convention through winning the highest number of points for best displays entered. This Grand Prize was a beautiful silver loving cup and Mr. Whitnah's record consisted of 5 First Prizes, 7 Second Prizes, 2 Third Prizes and 2 Fourth Prizes, or a grand total of 165 points.

The great majority of prize winners were, as usual, Koester men.

HE ALSO WINS HIGHEST HONORS IN MERCHANTS RECORD AND SHOW WINDOW CONTEST

Mr. Whitnah also has the distinction of winning the Sweepstake Prize, offered by the Merchants Record & Show Window in the Annual Contest. This prize was a handsome silver loving cup and was for the best collection of photographs entered over a period of one year. Mr. Whitnah also won a 1st Prize of a gold medal and 2 Second Prizes in this same contest.

This, we believe, to be the first time that any one person has ever had the distinction of winning these, the two most important prizes offered in the Window Display World.

Mr. Whitnah is therefore to be congratulated on this very unusual and distinctive honor.

The Koester School takes great pride in the fact that Mr. Whitnah received Koester School training.

Be a Koester Man and Know How to Put in the Right Kind of Displays

Back of the success of every Koester man is the Koester training that makes him an expert in every phase of Show Window work. A Display Man without training is badly handicapped in all his work, and gets the smaller pay envelope.

The Koester School feels a just pride in contributing its part to the prestige that has been won by the Show Window. The Koester system of displaying merchandise has practically revolutionized window dressing in this country. Koester methods have been adopted by all of the leading retail stores throughout America. The Koester School is the largest and best equipped school of its kind in the world.

Decide Now

THE KOESTER SCHOOL

314 S. Market Street,

Chicago



Write for New School Year Book

This book is an unusual piece of school literature because of its showing the best work of hundreds of Koester graduates. This makes it a very helpful book for every Display man to have. Get your copy today.



PLATE No. 1053. DISPLAY BY CARL GOETTMAN FOR JOSEPH HORNE COMPANY, PITTSBURGH, PA.

The display of furs shown here was placed in the "gold windows" of Joseph Horne Company's store, black furs of the finest quality being used. A wax figure in perfect poise was attired in an evening gown and an expensive black seal cape. On the floor was shown a

white polar bear rug, while a large ornamented stand was filled with grapes. The large clusters were shown falling to the floor. The floor lamp was beautifully shaded in black and white. White gloves and other small accessories were used in conjunction with the showing.

The furniture sales were the prominent feature here during August, and the stores were well supplied with merchandise. The factories, by the way, are many of them sold up, some of them, into next year, with an enormous demand, proportionate to production, that they never experienced before, and may never again. The supply is very short. Many buyers have ordered twice the quantity they expect to get and are pushing for deliveries as soon as possible. At the Grand Rapids semi-annual market, practically the entire production for the fall season was sold up early the first week. A taking sign during the August sale was at Gimbel's, Philadelphia, where in each window, instead of a placard, was a polished piece of oak, hung a bit aslant, with the words, "Gimbel August Furniture Sale."

Mr. Koeber, display manager for Strawbridge & Clothier, Philadelphia, have a unique background for the summer of grass cloth of a hue that might be called oxidized gold, with a wide-band gilt frame, which makes an attractive change from the other colors, especially grays, that one sees so often nowadays.

Mr. Armstrong, who returned not long ago from service in the army to his post at the 34th street store of Oppenheim, Collins & Co., has been appointed to take charge of the windows of the new store that firm will open in Pittsburg this fall.

Richard Dougherty, display manager for the John Lurie Co., automobile accessories, etc., 57th street and Broadway, is putting up what is stated to be the best front of any house here in that line, and the windows have materially improved since he took charge. There is an unusually large window space, and the backgrounds are of Carn stone, resembling those of Lord & Taylor.

Moe Levy & Co., the retail clothing house, downtown, and in an old location at that, put up a remarkable front and do some very dashing and attractive advertising. Display manager A. S. Felder has been supervising the putting in of a modern, up-to-date front, the backgrounds being of French gray, and the whole store is right up to the minute. Every once in a while, over on the East Side, and downtown, there is a good sized store whose modern fronts and interiors would surprise the stranger



FEDERAL ELECTRIC SIGN



—12 Months to Pay

You have 12 months to pay for this beautiful sign. The first payment brings you the sign and you have the remaining 12 months to make the final payments.

Needs only Occasional Washing

This beautiful porcelain enameled steel sign with its blue and white finish baked on, cannot rust, rot, fade nor peel. An occasional washing which takes only a few minutes will keep its smooth surface sparkling like new. It never needs painting nor refinishing. The only cost of upkeep is the few cents a day for electricity.

This beautiful electric sign acts as a cheerful salesman inviting people to trade with you. It creates the impression that you are up-to-date and prosperous. Draws business like a magnet from blocks in each direction as well as from the cross streets and puts a "center-of-the-block" location on a par with the corner location. It is the sign you need—Gain a step on competition—Send the coupon today.

Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 12-months-to-pay plan.

Name.....City.....State.....

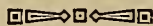
Street and No.....Business.....

Store Frontage.....No. of Floors.....

MRS W-9

The Drug Store Window

A practical suggestion for a stocky display which may be used profitably during special sales events—Such events must have support of newspaper advertising—Background important.



By Geo. F. McConnell

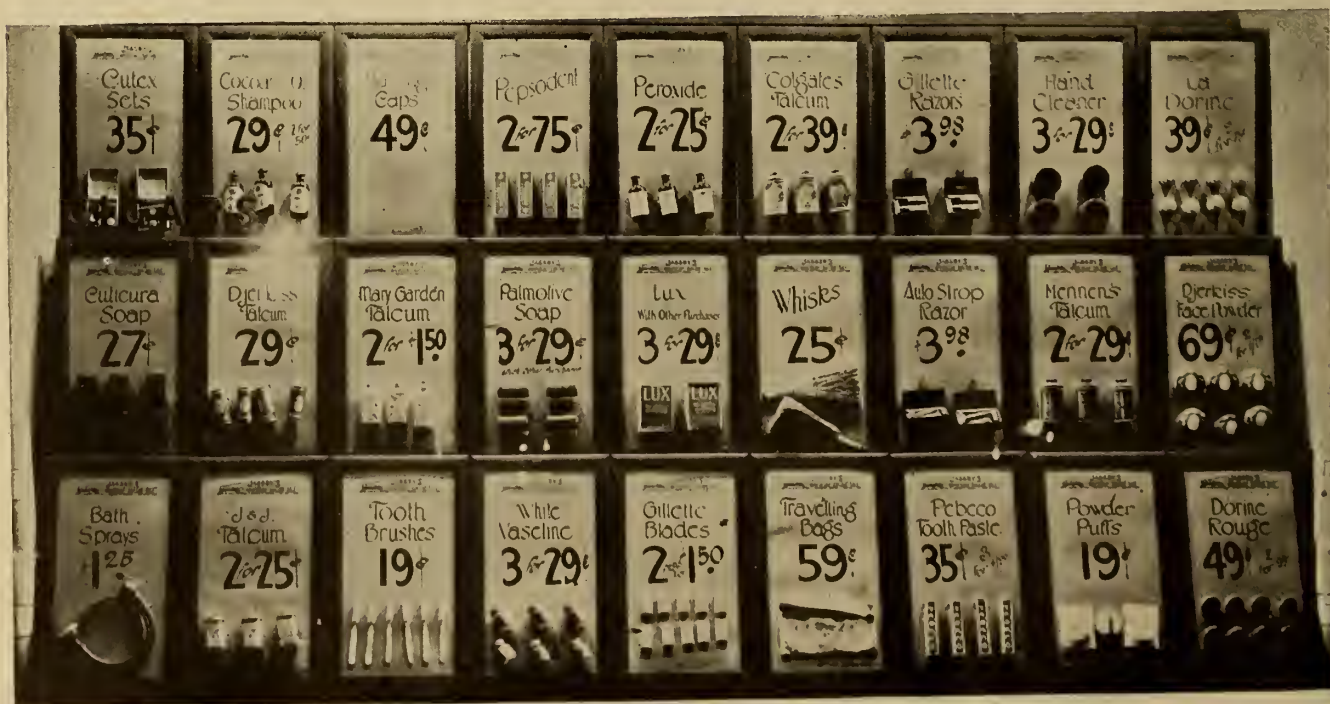
THERE are times when it is advisable and profitable to display a large variety of merchandise in the show window, such as at special sales events when the majority of lines are offered to the public at big reductions. My firm has two of these events during the year and at these times I endeavor to show the public as many lines as possible through the window.

In order to accomplish this in a practical way, and to avoid confusion, which invariably occurs when a variety of different lines are displayed together it is necessary to arrange the display in some manner so that each line will stand out distinctly and be easily observed by the onlooker. I have used several methods in trying to overcome the confusion which this class of display creates and I find that a good, practical method is found in the use of a single frame with sign for each article, having the article attached to the sign.

A photo of these frames in use in the window appears in connection with this article. I do not ad-

vise a too frequent use of this class of display, as I am a firm believer in showing as few lines as possible in one window. I would confine this style of trim to big sales events, where the display is backed by newspaper advertising, etc., as I find that the public will spend more time in front of the window when they know there is a big sale in progress, whereas, on the other hand, when ordinary business is going on it is necessary for the window display to take the place of the newspaper ad to a certain extent.

The frames used in the window shown are 12 by 22 inches, and three rows of frames are used, being built up on shelves. The shelves are cut from 1 by 4-inch lumber with a $\frac{7}{8}$ by $\frac{7}{8}$ -inch strip nailed on to prevent the frames from slipping. All the frames are equipped with turn buttons for convenience in changing signs, and simply rest in a slanting position against the front of the shelves. The shelves, frames, etc., are painted black.



DISPLAY BY GEO. F. McCONNELL, JASSBY'S, MONTREAL, CANADA, SHOWING SINGLE FRAME EFFECT.



No. 812

"KANTKRACK" COSTUME FORM

Made in sizes 16-36,
adjustable on cone
shaped wooden base.

Price \$14.50

Half enamel to waist
line, balance of form
white jersey covered



"KANTKRACK" Enamel Display Forms

←→
ARE UNDENIABLE—
←→

Correct in Shape, Make and Price

The now-a-day garments demand
display forms of narrow shoulders
low bust and large waist lines.

We have them, they are just out of
the moulds ready for you. Besides,
we are mounting these forms on
wooden "cone-shaped" bases, new,
novel and effective.

These bases are made of select
kiln dried lumber, finished in ivory,
French Grey, white enamel, oak,
mahogany or imitation Circassian
walnut.

Please Note WHEN ORDERING,
KINDLY MENTION
FINISH DESIRED ON WOOD PARTS.

Greenwalds
NEW YORK

812 BROADWAY

Originators

and Sole Makers

"KANTKRACK"
Enamel Display
Forms

**COMPLETE YOUR SHOW WINDOWS WITH
PEDESTALS, GOWN AND WAIST
STANDS TO MATCH THE FORMS**

PEDESTALS, EXTRA
HEAVY AND FINELY
FINISHED

Sizes	12.....	\$2.50 Each
"	18.....	3.00 Each
"	24.....	3.50 Each
"	30.....	4.00 Each
"	36.....	4.50 Each

GOWN AND SHIRT-
WAIST STANDS, EN-
TIRELY NEW

Gown stand....	\$5.50 Each
(60" High)	
Waist stand....	\$4.00 Each
(27" High)	

**COMPLETE CATALOGS OF METAL DIS-
PLAY FIXTURES, FORMS AND WAX
→ FIGURES MAILED UPON REQUEST ←**

Notice—With the increased facilities in our factory, we
are now able to fill orders in a most prompt manner.



No. 813

"KANTKRACK" WAIST FORM

Made in sizes 16-36,
adjustable on cone
shaped wooden bases;
full enamel with girdle.

\$9.50 Each

If enamel to bust line
balance white jersey

Price \$8.50



Meritorious Contributions Received

*Photographs, Drawings, etc., submitted to the Merchants Record and Show Window since last announcement—
The list includes names of display managers and others
whose contributions have been accepted because of merit.*



DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will, if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers:

- | | |
|---|---|
| P. J. MATZOW, One Price Department Store,
Laredo, Texas.—PHOTOGRAPH. | O. L. BREWER, S. P. Dunham & Co.,
Trenton, New Jersey.—PHOTOGRAPH. |
| R. A. YOUNG, Scott-Halliburton Co.,
Oklahoma City, Oklahoma.—PHOTOGRAPH. | THEO. SCHWARTZ, Dinot Nachbour & Co.,
Joliet, Illinois.—PHOTOGRAPH. |
| G. F. GOODRICH RUBBER CO.,
Akron, Ohio.—PHOTOGRAPHS. | F. E. OSGOOD, Newman Dry Goods Co.,
Arkansas City.—PHOTOGRAPHS. |
| R. T. WHITNAH, Crosby Bros.,
Topeka, Kansas.—ARTICLE. | HOMER H. SEAY, Walker Dry Goods Co.,
Charleston, West Virginia.—SKETCHES. |
| H. H. HOKE, The When,
Springfield, Ohio.—PHOTOGRAPHS. | JAMES A. BECK, Hearne Dry Goods Co.,
Shreveport, Louisiana.—PHOTOGRAPHS. |
| R. L. CASEY, J. J. Nathan & Co.,
Beaumont, Texas.—NEWSPAPER ADVERTISEMENT. | AL SCHULTZ, Croll & Keck,
Reading, Pennsylvania.—PHOTOGRAPHS. |
| C. L. FORMAN, Erlanger Dry Goods Co.,
Canton, Ohio.—SHOW CARDS. | S. E. BEAUMONT, Cribb & Foote,
Ipswich, Australia.—PHOTOGRAPHS. |
| L. R. WHITEMORE, J. A. Mahoney Co.,
Deming, New Mexico.—PHOTOGRAPH. | CURTIS L. FERRELL, The Davidson Co.,
Hattiesburg, Mississippi.—SKETCH. |
| E. R. BARNARD, Le Maistres,
Asbury Park, New Jersey.—PHOTOGRAPH. | T. FIGGEMEIER, Geo. Innes D. G. Co.,
Wichita, Kas.—PHOTOGRAPH. |
| GEORGE B. SCOTT, Strouse & Bros.,
Evansville, Indiana.—PHOTOGRAPHS. | OTTO C. SCHMITT, L. Wertheimers,
New York, N. Y.—PHOTOGRAPHS. |
| J. P. NORTHROP, Tepper Bros.,
Elmira, New York.—PHOTOGRAPH. | HARRY H. HEIM, The Marston Co.,
San Diego, Cal.—PHOTOGRAPHS. |
| L. L. WILKINS, Crook Record Co.,
Paris, Texas.—PHOTOGRAPHS. | BERT CULTUS, Rhodes Bros.,
Tacoma, Wash.—PHOTOGRAPHS. |
| HARRY W. HOILE, Nathan & Bro.,
Johnstown, Pennsylvania.—PHOTOGRAPHS. | AL. SHULTZ, Croll & Keck,
Reading, Pa.—PHOTOGRAPHS. |
| J. H. WOOD, Perkins Bros. Company,
Paris, Texas.—PHOTOGRAPHS. | S. E. BEAUMONT, Cribb-Foote,
Ipswich, Australia.—PHOTOGRAPHS. |
| GEO. F. McCONNELL, Jassby's,
Montreal, Canada.—PHOTOGRAPHS AND SKETCH. | S. HART, People's Outfitting Co.,
Detroit, Mich.—PHOTOGRAPH. |
| WM. C. GRAMS, The Denver Dry Goods Co.,
Denver, Colorado.—PHOTOGRAPH. | CLEMENT KIEFFER, JR., C. A. Weed & Co.,
Buffalo, N. Y.—PHOTOGRAPHS. |
| SAMUEL WEISS, The Emporium,
Detroit, Michigan.—PHOTOGRAPHS. | CARL LUTZE, Model Clothing Co.,
Tulsa, Okla.—PHOTOGRAPHS. |
| JOE BROTHERS,
Manhattan, Kansas.—PHOTOGRAPH. | P. W. HUNSICKER, Nick Amster,
Wooster, Ohio.—ADVERTISING (Newspaper). |
| JACK LANSDALE, J. J. Nathan & Co.,
Beaumont, Texas.—PHOTOGRAPH. | BUNDE & UPMAYER COMPANY,
Milwaukee, Wis.—PHOTOGRAPH. |
| | CURTIS L. FERRELL, The Davidson Co.,
Hattiesburg, Miss.—BACKGROUND SKETCH. |
| | F. D. C. WAHRENBURG, Rurode D. G. Co.,
Fort Wayne, Ind.—PHOTOGRAPH. |
| | H. H. HOKE, The When,
Springfield, Ohio.—PHOTOGRAPHS. |
| | C. E. WILSON, Goldberg Bros. Co.,
Phoenix, Arizona.—PHOTOGRAPH. |
| | THE PALACE STORE,
Nowata, Okla.—PHOTOGRAPH. |
| | R. SAXBY, Max M. Miesel & Co.,
Janesville, Wis.—PHOTOGRAPHS. |
| | WALTER R. LANTHAFF, J. N. Adam & Co.,
Buffalo, N. Y.—PHOTOGRAPHS. |
| | W. R. HARRE, Calhoun Dry Goods Company,
Muskogee, Oklahoma.—PHOTOGRAPHS. |

Decorative Greens



Prepared Beech Sprays

Natural and Prepared

Prepared Beach Sprays—Red, Green or Brown, packed in cases of 100 sprays; per case.....	\$ 8.00
Prepared Oak Sprays—Red, Green or Brown, selected stock packed in cases of 100 sprays, per case	10.00
Dyed Sheet Moss—In bags containing 11 pounds, per bag	4.00
Natural Wild Smilax, 50-lb. cases.....	4.50
Needle Pines, per 100	8.00
Magnolia Foliage, 60-lb. cases	4.50
Sabel Palm Leaves, per 100	4.00
Chamerop Palm Crowns, per dozen	2.50
Spanish Grey Moss, 20 lbs. to bag	2.00

Liberal Discount on large orders. All orders filled promptly
F. O. B. Evergreen, by express.

*All of our Greens, whether natural or prepared, are selected with the
greatest care and they will be found remarkably satisfactory for window
or store decorations. Try them in your Fall and Holiday Displays.*

THE RUMBLEY CO.,

Evergreen, Ala.

J. WALTER JOHNSON, Powers Furniture Co.,
Portland, Ore.—PHOTOGRAPH AND SKETCH.

J. C. KENNEDY, T. P. Dilion Merc. Co.,
Biloxi, Miss.—PHOTOGRAPH.

J. H. WOOD, Perkins Bros. Company,
Paris, Texas.—PHOTOGRAPHS.

M. H. LUBER, The Killian Company,
Cedar Rapids, Ia.—PHOTOGRAPH.

W. T. WHITE, The Pelletier Company,
Sioux City, Ia.—NEWSPAPER ADVERTISEMENT.

A. L. LEMIEAUX, Bon Marche,
Lowell, Mass.—PHOTOGRAPHS.

S. G. WENDELL, Home Furniture Co.,
Toledo, Ohio.—PHOTOGRAPHS.

ROBERT W. McKNIGHT, Rankin, D. G. Co.,
Santa Ana, Calif.—PHOTOGRAPHS.

F. G. KEELER, T. S. Ford Co. Ltd.,
Mitchell, Ont.—PHOTOGRAPH.

HERMAN FRANKENTHAL, B. Altman
New York City.—SKETCH OF DRAPE.

A. G. STEN,
West Frankfort, Ill.—BACKGROUND SUGGESTION.

J. A. MINEAU & CO.,
Les Trois Rivieres, Can.—PHOTOGRAPH.

J. P. McGRUFF, Kohn & Furchgott Co.,
Jacksonville, Fla.—PHOTOGRAPHS.

C. E. DUFF, The Leader Store,
Marietta, Ohio.—NEWSPAPER ADVERTISEMENT.

RAYMOND C. DOOP, Ramsay, D. G. Co.
Joplin, Mo.—PHOTOGRAPH.

GEORGE McCLELLAN, The F. Johnson Co.,
Holdredge, Neb.—WINDOW CHART, SIGN ORDER.

CHAS. W. MODEROW, Rudolph Wurlitzer Co.,
Chicago, Ill.—PHOTOGRAPH.

MRS. MAE IHLER BUSH,
Spokane, Wash.—PHOTOGRAPH.

E. J. SHORT, E. W. Edwards & Son,
Rochester, N. Y.—PHOTOGRAPHS.

DICK BLICK, O. E. Johnson Co.,
Galesburg, Ill.—NEWSPAPER ADVERTISEMENT.

C. J. NOWAK,
Chicago, Ill.—SKETCHES AND CARDS.

W. GUY WARNER, D. S. Komiss & Co.,
Chicago, Ill.—PHOTOGRAPH.

MAX GENEREAUX, Missoula Merc. Co.,
Missoula, Montana.—PHOTOGRAPHS.

W. A. HADDEN, JR., Varney Bros. & Co.,
El Centro, Calif.—PHOTOGRAPHS.

L. L. WILKINS, JR., Crook Record Co.,
Paris, Texas.—PHOTOGRAPHS.

A. C. SWANSON, Anderson Bros.,
De Kalb, Ill.—PHOTOGRAPH.

M. WOLFSON, Bear Bros. & Prodie,
Chicago, Ill.—PHOTOGRAPHS.

R. M. DAVIS, Lion Clothing Co.,
San Diego, Calif.—PHOTOGRAPHS.

LAUDIE LEYS, The William Leys Co.,
Newport, R. I.—PHOTOGRAPH.

HARRY W. HOILE, M. Nathan & Bro.,
Johnstown, Pa.—PHOTOGRAPHS.



Annual Prize Contest for 1919-20

Merchants Record and Show Window contest for 1919-20 opens—Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men—Closes June 1st, 1920.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1920.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

BRADFORD—CHICAGO



Bradford's Wax Figure Cleaning Outfit

Can be used by you successfully without previous experience. An outfit such as professional wax workers use, with illustrated book of formulas.

Bradford's Wax Figure Book

The most complete and concise book ever written on the care and treatment of Wax Figures in the store.

With the outfit is sent the proper tints and finishing oils, for both the Natural and French finish, including tinting brush, oiling brush, cleaning brush, powder brush, lip and eye brush, French finish brush, bottle of finishing oil, alcohol lamp, finishing powder, and four tubes of oil paint.

ENOUGH MATERIAL TO FINISH 100 FIGURES

Complete Outfit and Book, \$6.00

Sent prepaid in U. S. on receipt of price. Money back if not satisfied.

I. L. BRADFORD & COMPANY

Fine Display Fixtures and Forms—Send for Catalogue.

178 W. Jackson Blvd. Medinah Bldg. CHICAGO

BRADFORD—CHICAGO

The Window That Draws the Crowd

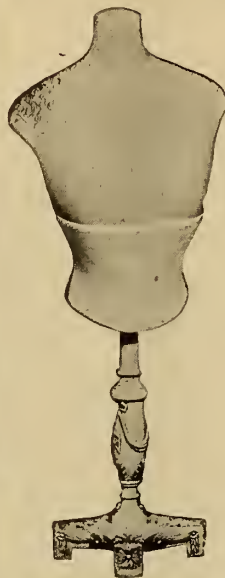
Is Where Merchandise Is Well Displayed

Ordering Bragermade fixtures insures quality of merchandise comparable with the highest grade of workmanship and finish.

We are in a position to make prompt deliveries, thus avoiding disappointment.

Allow us to mail you our latest illustrated

price-list and folders—it will prove of interest.



B. BRAGER

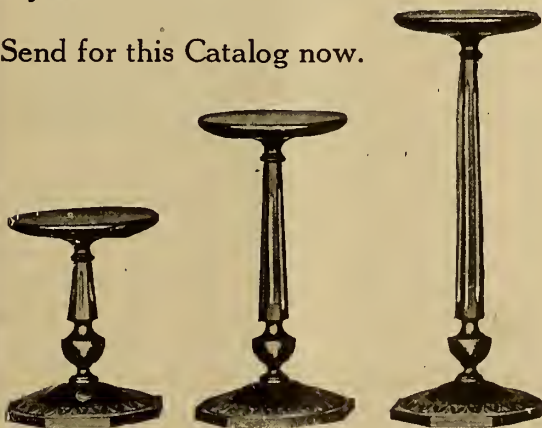
(Established 1900)

84-90 Fifth Ave., at 14th St., New York

New Designs in Period Fixtures

Our New Catalog will soon be ready for distribution. It will show a large and varied line of wood display fixtures in authentic period designs, including the Adam, Gothic, Classic and Colonial Styles.

Send for this Catalog now.



Classic Pedestal



Oval Plateau

Send us sizes of your windows and let us know the lines you wish to show. We will send you a sketch showing fixtures and arrangement suitable to your use.

We specialize in permanent and semi-permanent backgrounds for show windows and will furnish you with sketches if you will give us an idea of what you want.

The Decorators Supply Co.

2525 to 2545 Archer Ave.

Chicago

International Association

— of —

Display Men

First Vice-President

L. F. DITTMAR, National Cash
Register Co., Dayton, Ohio

Second Vice President

BERT CULTUS, Rhodes Bros.,
Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best &
Co., New York City.

Treasurer

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Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co.,
Rochester, N. Y.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

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and Business Organization

Executive Committee

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39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman.
Chicago, Illinois.

Appeal to the Display Men of Canada

THOSE who were in attendance at the twenty-second annual convention of the I. A. D. M. in Chicago know of the huge success of this meeting, and of the enormous benefit to be derived from the association of hundreds of display men from all over the country. But there are hundreds of display men in Canada who have never attended one of these conventions, and what is more, there are a great number who don't even know of the existence of the International Association of Display Men. I did not know much about it myself three years ago, but I have learned enough during those three years to convince me that every display man should be a member of this association.

Now it is up to us boys who know the Association and what it is doing for the display men to let the other fellows know. We should make it our business to canvass every display man in our city and endeavor to secure as many new members as possible. We owe this to the association to which we belong. I would like to see 200 Canadian display men in attendance when we meet in Detroit next year. Can we do it? I'll say we can if we all pull together. Now is the time to get busy. Drop me a line if you need any information on this matter.

GEO. F. McCONNELL,

Exec. Com., I. A. D. M., Montreal, Canada.

Press the Merchandise

THE writer, at the convention of the I. A. D. M. held in Chicago recently, was appointed one of the judges of contest photographs and will say that it was the best collection he has ever seen. Being one of the judges, he was able to see the good and bad points of the displays.

In many instances it was very hard to choose a prize winner and it was necessary to count points on each window before a winner was selected.

Many times a photograph was discarded because the merchandise shown in the window was not pressed and showed up very badly. How much more so must it have shown in the window to the passer-by.

The reason I am writing this article is to impress on the display man the necessity of *pressing all merchandise that can be pressed before it is shown in window*. Many times your whole thought is on the background and though you have a wonderful setting what good is it if your merchandise is all mussed up? Pressing a coat, dress, blouse or any article improves it one hundred per cent and increases its selling points to a greater advantage. No matter what price the article is, if it can be pressed it should be before it is shown in the window.

Some of you will say, "we do press our suits" or (whatever it is), but, do you, also, see that there are no wrinkles in it after it is in the window?

Have you ever seen a lady on the street immaculately dressed? Have you allowed your eyes to wander from head to foot? Every detail of her outfit was perfect until you came to the shoes. One of the heels is worn over. You notice it and you immediately say to yourself that "it spoils the whole appearance of her."

The same thing applies to the show window. If you have a wonderful setting and the merchandise is not pressed it is the same as the lady spoken of above with the worn heel.

Pressing the merchandise should have as much care as the background has when it is set in the window.

EDW. K. LUMMUS,

Exec. Com., I. A. D. M., Montreal, Canada.

T. GUY DUEY, display manager for Wurzburg's Dry Goods Co., Grand Rapids, Mich., and Secretary of the International Association of Display Men, was in Chicago on business the latter part of August.

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—367 W. Adams St.

HUMANIZED WAX FIGURES



Every Feldman Wax Figure is a perfect example of the sculptor's art—accurately modeled, well made and exquisitely finished.

Every face has a real personality with charm and distinction. You will find that Feldman's Figures are very different from ordinary wax figures—they are the aristocrats of display forms.

You will find our catalog a most interesting book. It shows our complete line of wax figures, papier mache forms and display fixtures in wood and metal.

May We Send You This Book?

Feldman Fixture Co.

22-26 W. 30th St.

NEW YORK



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

519-521 N. Halsted St.

CHICAGO, ILL.

Who's Who in the Profession

Clement Kieffer, Jr.

C. A. Weed & Co., Buffalo, N. Y.

FEW men in the display profession have given so liberally and enthusiastically of time and effort in the interest of the display man's official organization—the International Association of Display Men, as has been the rule with Clement Kieffer, Jr., that popular and clever display manager for



CLEMENT KIEFFER, JR.

C. A. Weed & Company, Buffalo, N. Y. Mr. Kieffer has held several important Association offices but whether in office or out he has always maintained that each individual of an organization has a specific duty to that organization. Several years ago Mr. Kieffer inaugurated for himself a plan of setting one hour every day aside for I. A. D. M. affairs, and it is unnecessary to say that such spirit manifested itself in the development of the Association.

Though a Philadelphian by birth Mr. Kieffer is a Buffalonian by choice and adoption, and is proud of his judgment. His baptism in the display profession came in 1904 when he assumed the title of "boy of all work" at the Kurtz Stores, Philadelphia. After a brief period in which young Kieffer performed a variety of duties—all the while keenly observant—an opportunity to arrange a window display was presented. Kieffer made good and was immediately placed in charge of the window decorations, which position he held until the firm discontinued business in 1912.

A venture into the display service field was next taken by Mr. Kieffer in which work he was very

successful, discontinuing to assume charge of the display department for C. A. Weed & Co., Buffalo, a position which held out unusual opportunities for advancement into the science of merchandising. It is unnecessary to cite his successes since becoming affiliated with the progressive Buffalo house, his accomplishments having long since attracted nationwide prominence. Mr. Kieffer is the possessor of trophies won in display competitions too numerous to mention, and his ideas and lectures have been and are continually being published in the country's leading publications of the retail merchandising world. His demonstrations at I. A. D. M. conventions are ever overflowing with practical suggestions and valuable points for the development of his co-workers and the profession in which he is an important factor. His favorite hobby is helping the other fellow and there are many who will testify to the extent Kieffer will go in an effort to be of assistance to a fellow display man.



L. A. McMullen

Eastern Outfitting Co., Portland, Ore.

L. A. McMULLEN, display manager for the Eastern Outfitting Company, Portland, Oregon, ventured into the display profession at the tender age of fourteen years. At this age he secured em-



L. A. McMULLEN.

ployment at the store of Meier & Frank Company, Portland, Oregon, and was assigned to the display department. Here he had as duties things too numerous to mention, but the opportunity to gain



No. 1025, Single Shoe Stand, 12 in., 18x24 in. high at \$5.25 each
 No. 1052, Washingtonian Plateau, 12 in. high, 12x22 in. top, at \$13.50 each
 No. 1021, Double Shoe Stand, 12 in., 18x24 in. high, at \$5.75 each

All made of Solid Mahogany, Walnut and Quartered Oak.

The Washingtonian Line

Original ideas that create attention. These fixtures will attract new shoppers to your windows. For high-grade merchandise these fixtures are correct. Send for our latest catalogue, No. 4, and supplement.

THE ONLI-WA FIXTURE CO.

Originators of Practical Display Fixtures
 DAYTON, O.

Palmenberg EST. 1852 *Norwich* EST. 1879 *Kindtman* EST. 1887



MODEL 15P/D

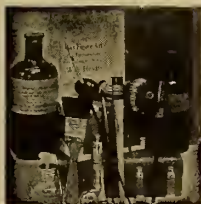
Our present efforts in wax figures leaves nothing now to be required.

Write for our catalogs, photographs, advertising, or, what is better still, come in person.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY STATE



With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms. \$1.75
 No. 2 outfit will clean and refinish 200 forms. 2.50
 No. 3 outfit will clean and refinish 300 forms. 3.50
 No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
 16 ounces net weight. Price.....1.75
 32 ounces net weight. Price.....2.50
 48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets \$4.50. Full directions with each set. Same as used by leading figura manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.

J. R. PALMENBERG'S SONS INC.

NEW YORK
 63-65 West 36th St.

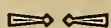
BOSTON
 26 Kingston St.

CHICAGO
 204 W. Jackson

BALTIMORE
 108 W. Baltimore St.

knowledge which was destined to play an important part in his life work.

After three years at the Meier & Frank store Mr. McMullen took charge of the displays for the Lipman & Wolfe Company, also of Portland, and remained in this capacity from 1903 to 1906, when the Eastern Outfitting Company sought his services. One year was spent at the latter store before Mr. McMullen took charge of the decorating force at C. E. Carr Company's store. Having completed two years with the Carr Company, he returned to the Eastern Outfitting Company in 1909, and since that time has made a national reputation as a display man. During the past twelve months Mr. McMullen has had charge of the windows of the Emporium in addition to directing the display department of the Eastern Outfitting Company.



Weiss to Decorators Supply Co.

A VALUABLE addition has been made to the sales organization of The Decorators' Supply Company, 2525 Archer avenue, Chicago, in the person of Samuel R. Weiss, recently display manager for The Emporium, Detroit, and one of the most widely known men of the display profession. Mr. Weiss' decision to break away from the work with which he has been so successfully identified for so many years will no doubt be a surprise to display men but he will have their heartiest wishes for success in his new duties.

Mr. Weiss has been unusually active in the International Association of Display Men, and at the recent convention of this body, held at the Hotel Sherman, Chicago, was instrumental in no small degree in its great success. President E. Dudley Pierce recognized the activities of the Detroit man and made him chairman of the Membership Committee of the I. A. D. M.

Mr. Weiss attributes his success in the display profession to that eminent artist, Clarence Herr, director of the display department of The Fair, Chicago, who instilled in the young man the fundamentals of window decorating. It was in 1892, soon after completing the grammar school, that young Weiss applied to The Fair for a position in the display department and was selected by Mr. Herr from a number of applicants. The artistic ability of the young window boy soon manifested itself, and with the valuable assistance of his superior, it was not long before Mr. Weiss qualified as a "regular" display man.

Eight years later, when the Boston Store, Chicago, bought out the Foreman Shoe Company store, Mr. Weiss was selected to take charge of the display windows. Eleven years were spent in the Boston Store, when a lucrative position was tendered

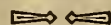
Mr. Weiss to assume charge of the display department for the J. L. Brandies Stores, Omaha, Nebraska. His displays in the western town attracted more than ordinary attention and created valuable publicity for the Brandies stores.



SAMUEL R. WEISS.

During one of his buying trips to Chicago Mr. Weiss became interested in the formation of a display manager's school. Plans were perfected and the school was opened, with Mr. Weiss as one of the instructors, but the great war broke out at this time and the school was discontinued. He then was called to Detroit by The Emporium and placed at the head of the decorating department.

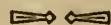
Mr. Weiss will undoubtedly meet with the same success in his new duties that he experienced in window display work, and in addition to having a host of well-wishers it is hoped that he will continue his interest and activities in the I. A. D. M.



Shreveport Men Re-Organize

THE display men of Shreveport, La., have reorganized as the Shreveport Display Men's Association and the following men have been elected to office: J. A. Beck, Hearne Dry Goods Company, president; C. B. Longnecker, vice-president; Homer M. Bancroft, Benson's, secretary; and M. Weisman, treasurer. The directors of the association are: C. H. Hunt and L. M. Bryson.

Meetings will be held every two weeks at which time educational programs will form the particular features.



H. H. TARRASCH, display manager for Stix, Baer & Fuller, St. Louis, Mo., was in Chicago recently overseeing art work now being done for his Fall opening windows. Mr. Tarrasch promises something out of the ordinary at his Autumn Exposition.



was one of the many forms of publicity employed to attract the attention of the public, in days gone by.

Until fifteen years ago, a store front was never considered a force in influencing sales—but contrast that time with the present, when the

Kawneer STORE FRONT

is playing so vital a part in the business of today.

Today, the passerby is attracted to the window by the *appearance* of the store front.

They have no interest in the establishment with the indifferent, uninviting store front. It holds no attraction for them.

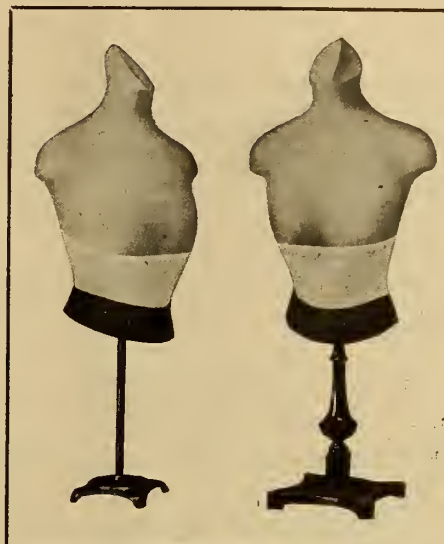
Consequently they pass on to Jones' Store with the inviting Kawneer front.

*Send for "Book of Designs"—
it's the start to greater profits.*

Kawneer Manufacturing Co.
1502 Front Street Niles, Mich.



The Hecht Fixture Co. CHICAGO



Blouse Forms

The new modified low bust, automatic detachable, egg shell enamel finish. **The same shape** in Costume Forms, with metal bases or Ivory "Colonial" bases, about 10 days delivery. "William and Mary" bases, as shown, not in stock.

Window Rugs

Our line of Silk Velour Rugs for Window Floors is the most beautiful and exclusive in the U. S.

Send for illustrated circular (in actual colors), giving sizes, prices and full description.

*When in Chicago visit our
Beautiful Show Room*

THE HECHT FIXTURE CO.

NEW YORK SHOW ROOM
65-67 East 12th
Between Broadway & 4th Ave.

Medinah Building
Jackson at Wells
CHICAGO

Movements of Display Men

JOHNN STIFF, formerly of The John Shilleto Co., Cincinnati, Ohio, has recently been appointed display manager for Kline's Bros. Cincinnati.

NORMAN K. McFEE, after a period of two years in the army service has returned to Smith-Kasson Co., Cincinnati, Ohio, and will be associated with Display Manager Miller.

L. B. BURNS, formerly of Shreveport, Louisiana, has accepted the position of display manager for Leopold & Shafer, Galveston, Texas.

PETER HANUS, formerly employed in the profession at Marquette, Michigan, is now associated with the display department at The Columbia Clothing Company, Duluth, Minn.

D. F. HEIZER has been appointed assistant to R. G. Scott, who directs the window and interior decorations for the John Shillito Company, Cincinnati, Ohio.

JACK DARLING, display manager for Thalheimer Brothers, Richmond, Virginia, spent a few days in the New York market last month. Mr. Darling is a former Gotham display man.

J. I. ROY, display manager for the Paquet Company, Quebec, Canada, was a recent visitor to the Chicago office of MERCHANTS RECORD AND SHOW WINDOW. He is on a buying trip to Chicago and New York.

SAM LARKINS, formerly assistant to Charles De Vausney at Namm's, Brooklyn, New York, but now with Hecht & Co., Washington, D. C., was a recent visitor in New York City. Mr. Larkins is now assistant superintendent of Hecht & Co.

JOSEPH B. MOUNT has recently arrived in the States from service in France and is now at his home in Trenton, New Jersey. Mr. Mount expects to return to the display profession, in which he made a big reputation before joining the colors.

ARTHUR M. HORN has resigned his position as assistant to Mr. Flint, display manager for The Thompson-Hudson Company, Toledo, Ohio, to assume charge of the display department of the C. H. Yeager Company department store, same city.

T. E. SHAW is now directing the display department of the Roop Tire Company, Atlanta, Ga. He was formerly with McClure's Store, Moultrie, Ga.

J. S. KULA, formerly with the De Leudrecie Company, Fargo, N. D., has accepted position as advertising manager with the McCoy Department Store, Great Falls, Montana.

E. V. BOYD recently resigned his work in Washington Ct., Ohio, and has accepted the display manager's post at The Hub, Springfield, Ohio.

A. L. BIXBY is now in charge of the display department for the Toeller-Grant Company, Battle Creek, Mich. He was formerly engaged in display work at Kalamazoo, Mich.

O. SCHIODT, formerly display man in Hutchinson, Kansas, has temporarily withdrawn from the display profession and is now interested in commercial art work at Kalamazoo, Michigan.

J. P. MILLS, Jr., is now connected with the business of J. P. Mills department store, Mooresville, N. C. He was recently in charge of display department for J. K. Hoyt, Washington, N. C.

P. F. HERTZIG recently completed a course of instruction in window display at the Koester School, Chicago, and is now placing some fine displays for The Hub Clothing Company, Grand Rapids, Mich.

C. H. HUNT, for the past few years a traveling salesman, has decided to return to the window display profession and is now directing the decorating department of the Stag Clothing Company, Shreveport, Louisiana.

JOE KELLY, formerly display manager for Oppenheim, Collins & Co., New York, and later waist buyer for the J. N. Adam Company, Buffalo, is now on the road selling the products of the Wooltex Company.

ELMER VOGT, for many years display manager for Pietzuch Retail Stores, Cincinnati, Ohio, has been appointed director of the display department of the Shannon & Sokup store, Cincinnati, Ohio.

Hess' Portfolio of Pen Alphabets

and Initial Panels for
Showcard Decoration

Cover alone worth a dollar as a show-
card suggestion, postpaid \$1.00

—o—

Closing out an assortment of im-
ported lettering pens, worth a dollar,
for 75c

—o—

"German" music pens, old favorites,
Carl Kuhn style, per dozen 35c

—o—

Leman music pens, per dozen . . . 35c

—o—

Gillott pens, better than Soenneken
text pens, same sizes, 2 dozen and
6 retainers, assorted 35c

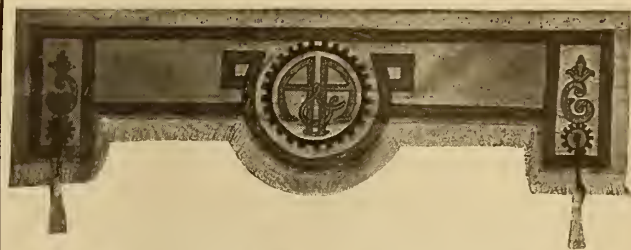
—o—

100 gold initial panels for showcard
decoration 35c

G. WALLACE HESS

Room 1520, 36 S. State St.

Chicago



DO YOUR WINDOWS
BOOST YOUR SALES?

"KICHLER" VALANCES

Will Convert Your Show Windows into
Sales Windows

Can we send you our newest catalogue, in
which are shown a variety of patterns to meet
every taste and requirement?

Our Line Also Includes

PANELS
VELOURS

DRAPE SHADES
FLOOR MATS

*Inquiries create no obligation—just
write Dept. 209*

THE L. A. KICHLER CO.

717 Lakeside Ave., N. W.

Cleveland, O.



Frankel's 7 Story Factory

is busy to capacity and then some!

"There's a Reason"—Merchants throughout the world appreciate "The Best" that can be produced in Metal and Wood Display Fixtures—Frankeline Forms and Wax Figures. Merchants know that the show window is the biggest and best salesman in their entire establishment—and the successful merchant is taking good care to make the best of this biggest asset. (Orders taken now for 6 weeks delivery.) Order now for next spring.

Established 1888



New York City

Now Ready

Write for our new catalogue of

HAND STYLE TYPE OUTFITS

for making

SHOW CARDS AND PAPER BANNERS

from price ticket size up to full sheets

HAND STYLE TYPE CO.,

410 THIRD AVENUE
PITTSBURGH, PA.

Dinner to Sam Weiss

ON THE night of August 14, Charles F. Wendel, display manager for J. L. Hudson Company, Detroit, Michigan, and president of the Detroit Display Men's Association, was host at a most successful dinner party in honor of Samuel R. Weiss, who resigned as director of the display department at The Emporium, Detroit, to become affiliated with The Decorators' Supply Company, Chicago. Mr. Weiss, for a long time had been the secretary of the Detroit branch association and an extremely active and enthusiastic member, and while his leaving the Detroit organization is regretted by its members he has their every good wish for success in his new undertaking.

The Detroit association is already laying preliminary plans for the next I. A. D. M. Convention which will meet in that city next July, and Mr. Wendel, chairman of the I. A. D. M. Program Committee will have the hearty co-operation of display men, merchants and city officials.

Lawrence Hood, display manager for The Schmitz and Shroeder Company, is the new secretary of the Detroit local.

For Our Advertisers

Fancy Novelty Papers

The Doty & Scrimgeour Sales Co., Inc., 30 Reade St., New York, is sending out sample books showing the large and interesting line of novelty and other papers for window decoration. The line comprises a great variety of beautiful designs that are especially desirable for covering backgrounds, floors, pedestals, panels, etc. There are about one hundred different designs, and among these any display man should be able to find what he wants.

Display men generally are using decorative papers more and more in their windows as, through their use, it is possible to produce many strikingly artistic effects. Display men who have not received the D. & S. sample books should send for them before planning their holiday displays.

New Designs in Period Fixtures

The Decorators Supply Company of Chicago, during the past few months has been making important additions to its equipment and adding to its force with the view of keeping pace with the demand for high class display fixtures and window backgrounds. A number of improved machines have been added to the efficient wood working plant which will materially increase the output.

To the force of fixture designers has been added another expert in period styles as adapted to window display. A number of new and highly attractive designs have already been produced and others are being perfected and will be announced in a new catalog that is to be issued by this firm about October 1.

This latest catalog is to be devoted principally to the Adam, Gothic, Colonial and Classic styles. It will show a number of new ideas that promise to be of unusual interest to merchants and display men. These have been developed by the designers of the Decorators Supply Co. and several of our best known display men.

The two big stores of Maurice L. Rothschild in Minneapolis and St. Paul have recently been outfitted with fixtures designed and made by the Decorators Supply Co. This firm also specializes in the designing and building of permanent hard wood and other backgrounds for show windows. An unusually handsome series of backgrounds in circassian walnut was recently installed for the Metropolitan Clothing Shop of Dayton, Ohio. Another notable installation recently made by this firm is a series of solid, quarter-sawn white oak backgrounds for the Newmann store in Joplin, Mo.

It is suggested that merchants and display men who are not on the mailing list of this firm, send for the new catalog. The address is Decorators Supply Co., 2525 to 2545 Archer Avenue, Chicago.

A New Catalogue

The Modern Art Studio, 431 North Clark street, Chicago, has just issued a most beautifully illustrated catalogue of designs for backgrounds, panels and screens for use in the show window. The designs presented adhere strictly to modern arrangement and denote a pleasing elegance along decorative lines. Every display man should have this latest catalogue and will find in it much to assist in the solution of display problems.

School Has Many Students

The Koester School reports the largest attendance of its history during the month of July. It is the policy of this school to give to each student a full measure of direct personal instruction and, in order to do this, it was found necessary to put on extra instructors during a period covering several weeks.

The success of the Koester School has been remarkable and this success is a most practical testimonial as to the thorough methods employed by this institution. Koester students may now be found in the best stores of America and all of them are successful display men, advertising men or show card writers. Many of them embrace all three callings.

Novel Display Fixtures

The Rolla Mount Studios, 104 W. Monroe St., Chicago, are making a line of display fixtures that will interest most display men. These fixtures are cut from heavy water color board in a variety of attractive designs and colored in air brush effects. Some of them are done in bright poster colors and others are finished in dainty shadings that are wonderfully effective.

But aside from their attractive appearance, these fixtures are decidedly practical. They are designed to show a wide range of men's, women's and children's wear both in the window and in the departments. Many of these fixtures are now being used by progressive stores in the larger cities and they will undoubtedly attain a wide popularity throughout the country as they are novel, very pleasing, practical and inexpensive.

One of the latest fixtures from the Mount Studios is an attractive device for showing two pairs of shoes, which sells for less than \$10.00 per dozen. Other fixtures are made to show shirts, neckwear, waists, gowns, underwear, furs, etc.

The Mount Studios also are manufacturing complete poster window settings including backgrounds, panels, flooring, etc. These are highly attractive and cost but little as compared with most other forms of window decorations. A number of attractive circulars are issued illustrating and describing this interesting line. These circulars will prove of interest to most display men.

Was your last
window display a
success?

If not, we know the
reason why.

We handle the most elaborate line of

Window Display Material

ever offered

MAKE YOUR FALL WINDOW
THE TALK OF THE TOWN

Send for our latest samples
of Novelty Papers.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.



These fellows have lost their hair,
but we have yet to see

"Perfect Stroke" BRUSHES



lose a hair! Their scientific construction prevents shedding hair, and their perfect balance enables card writers to make a clean, clear-cut stroke the first time over, eliminating the "touching up" and "smoothing-over" process. Save time by using

**"Perfect Stroke" Brushes
and Supplies**

Get our new catalog No. 5.
Sent free upon request.

Bert L. Daily

Advertisers'
Bldg.

Dayton
Ohio

CALIFORNIA PAMPAS PLUMES

Attractive-Ornamental-Durable
for

Window display and interior decoration. In assorted colors. 36 ins. in length.

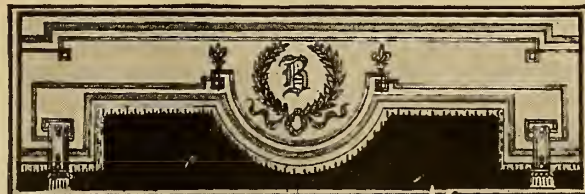
Price \$2.50 per dozen

Send 25c for Sample

CALIFORNIA PAMPAS PLUME CO.

5955 Highland Avenue

St. Louis, Missouri



NA-DE-CO

Valances, Panels and Drape Shades

The artistry of a large staff of experts in window decoration has made the NA-DE-CO line standard

Write for Catalogue R and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers

Valances, Panels and Drape Shades, Plushes

Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.



Ready to letter
Poster
Show Cards
for

Show Windows
interiors, etc.

Size 7x11		Size 11x14	
Lots of 12.....	12½c each	Lots of 12.....	15c each
Lots of 100.....	7½c each	Lots of 100.....	10c each
Lots of 250.....	6c each	Lots of 250.....	8c each
Lots of 500.....	5c each	Lots of 500.....	6½c each
Lots of 1000.....	3½c each	Lots of 1000.....	5c each

Price tickets and larger sizes at proportionate prices.
Write for Illustrated Booklet.

The Lackner Co., 5th & Race St., Cin., O.

BACKGROUNDS

and Art Flooring for Show Windows

Prepare your holiday windows now

Artificial Flowers

Holiday Greens

Backgrounds

Brushes

Lettering Pens

Fixtures

Card Colors

Air Brushes

E. J. BOYLE & BROS.

29 W. Maryland St.

Indianapolis, Ind.

EXQUISITE Holiday Decorations

Our line of floral and other decorations for the approaching season is complete in every detail and you will find our prices entirely satisfactory.

Our road salesmen are now out and we will be glad to have one call upon you. Let us know if you are interested and we will either have a salesman call or send you samples.

E. C. DIETZ

Successor to WM. BUHRIG CO.

Established 1899

219 E. 34th St.,

New York City



Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

S. M. MELZER CO.

Manufacturers of

Display
Fixtures

Show
Forms



Wax
Figures

Brass
Railings

915 Filbert Street

Philadelphia, Pa.



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



No. 690

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.



Use

PAASCHE

Famous 3-in-1

AIR BRUSHES

Absolutely Best for Most
Attractive

Show Cards, Signs and Win-
dow Backgrounds

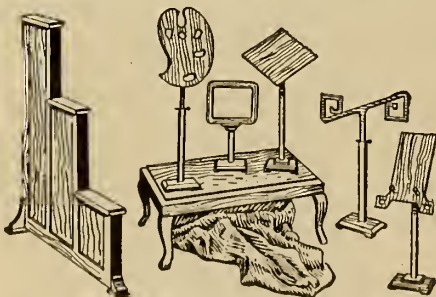
Made in all sizes
for all kinds of
work

MOST
EFFICIENT
DURABLE
SPEEDIEST

Paasche Air Brush Co.

Write Today for New Catalog
1229 Washington Blvd. CHICAGO

MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Thru Good
Window
Display—
Our Line of
Wood Display
Fixtures Will
Help You

Many Sales Are Made on the Sidewalk
Catalog on Request

The Oscar Onken Co., 3742 West Fourth Street, Cincinnati, O., U.S.A

LEARN TO PAINT SHOW CARDS

Now is your big opportunity to get into this interesting, profitable and fascinating business. Department stores, clothiers, movies, in fact merchants in every line must have card writers. We constantly receive more requests for show card writers than we can supply.

EARN \$22.00 TO \$48.00 WEEKLY

Thousands of show-cards used daily. Work is done quickly and easily. We teach you this profession in a very short time. Our students more than pay for their course while learning. Successful graduates in all parts of the world. You get my training without leaving your present position.

Write for new literature. FREE outfit offer, testimonials, etc. A Postcard will do. Don't delay. Act quickly.

Address: Detroit School of Lettering
DETROIT Established 1899 MICH.
Oldest and largest school of its kind in the world.



Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Potlitzer Bros., St. Joseph, Mo., desire services of capable display and advertising man. One acquainted with ready-to-wear. Advancement assured right party.

WANTED—Window Trimmer and Card Writer by department store located in Nebraska. State salary wanted and experience. Must be able to start at once. Address The F. Johnson Co., Holdrege, Nebr.

POSITION WANTED—Window Trimmer and Card Writer—single—age 32. Only up-to-date store considered. West preferred. References and sample of work on request. Salary \$35 to start. Address Box 361, care **MERCHANTS RECORD AND SHOW WINDOW**, 431 So. Dearborn St., Chicago, Ill.

WANTED—Window Trimmer, also several A1 ready-to-wear salesladies. Good live Wisconsin town of 22,000. Application strictly confidential. Address B. W., care **MERCHANTS RECORD AND SHOW WINDOW**, 431 So. Dearborn St., Chicago, Ill.

ATTENTION—Card Writers. Designing stencils my specialty. Special offer: Five cut stencils, 11"x14", for \$2.00. Specimen sheets on request. I save you money on all stencils. Will airbrush cards for you at a small cost. Address B. E. Graff, 38 So. Judson St., Gloversville, N. Y.

POSITION WANTED—Advertising man wishes to make a change. Experienced and familiar with type measurements, copy writing and lay outs. References of the highest character. Address Box 360, care **MERCHANTS RECORD AND SHOW WINDOW**, 431 So. Dearborn St., Chicago, Ill.

WINDOW TRIMMERS AND WAX ARTISTS—Try our ready-to-fit eyelashes for wax figures. Same as used by leading wax figure manufacturers. Correctly shaped. Made of finest French stock. Any person can fit them in place. Full directions with each order. Sample set, 50c. Six sets, \$2.50. Twelve sets, \$4.50. Catalog free. Agents wanted. Harrisburg Wax Figure Renovating Co., 335 Crescent Street, Harrisburg, Pa.

WANTED—Combination man. The Stern & Mann Company, Canton, Ohio, handling women's apparel, misses' and children's apparel of the better grades require the services of an advertising and display man. Initiative and ability to create displays and copy that will express the character of the merchandise featured are requisite. Reply to Mr. Harry Mann, giving references, stating salary desired and enclosing samples of work.

ATTENTION, SIGN PAINTERS AND DISPLAY MEN—Full instructions and all formulas. How to make Plaster Paris and Papier Mache Ornaments, Patriotic Shields and hundreds of Rich designs, Show Window decorations, Interior designs and Garden ornaments, Scroll designing, Rich moulding, Sign and Panel ornaments, Gelatine Moulds both rigid and elastic for casting. How to make the Original models from which casts are made. Modeling papier mache. Making life size papier mache figures, how to make artificial marble, onyx, sanitary flooring, Italian marble, tile, composition for dolls. Taking a cast from life. How to copy ornaments. Mixing wood stains. Coloring in ivory and antique. How to transfer illustrations from newspapers and magazines onto show cards. Cleaning and retouching wax figures, etc. Full instructions and all formulas. Large instruction book, illustrated, embracing 39 complete subjects, including many valuable trade secrets and formulas. Also supply of materials for making moulds and casting designs. Also materials for retouching wax figures. All complete. Price \$1.50. Address The Irabar Co., Harrisburg, Pa.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Our Catalog of Card Writing Supplies
with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-29 SO. CLARK STREET CHICAGO, ILL.

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"The Guide to Better Window Displays"

We still have available for distribution a few copies of our famous "Guide." Merchants and Display Managers who have not as yet received a copy should send for one at once before the edition is exhausted. Beside giving hundreds of suggestions in window display material, it shows many photos of prize winning windows and gives fundamental rules for correct and attractive window trimming.

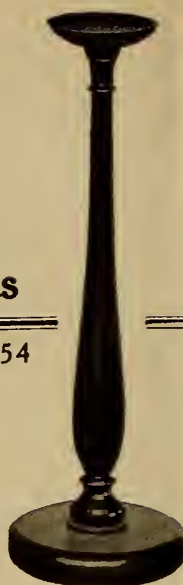
Send for a Copy on your Business Stationary Now.

THE ADLER-JONES CO.

333 South Market Street
CHICAGO

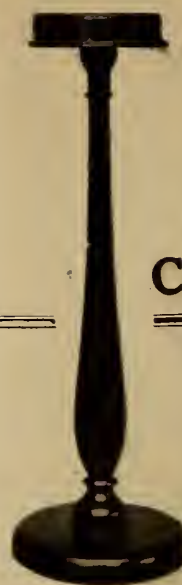
for
Hats

No. 154



for
Collars

No. 146



The Klee Display Fixtures

are rich and attractive in design and can be used in the window or on the counters.

Klee ♦ *Display Fixture Co*
ROCHESTER, NEW YORK

WHAT other merchants have done to advantage and profit, you can do.

Good, attractive improvement in one's place of business always pays.

Illustration shows interior of Saks & Company, New York. Decorations furnished by



THE BODINE-SPANJER CO.

Designers and Manufacturers of Decorative Backgrounds for Show Windows
Phone Diversey 2585 1160 Chatham Court CHICAGO

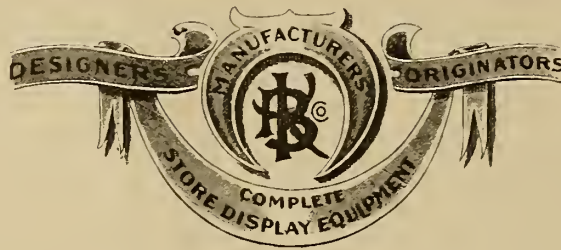
To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court

DO NOT FAIL TO VISIT OUR SHOW ROOMS AND STUDIO WHEN IN CHICAGO

Merchants Record and Show Window

October, 1919





YOUR WINDOWS ARE TALKING ALL THE TIME

and

It Makes a Lot of Difference What They Say About You

You remember the time when you trimmed that opening window, and found you were shy the right sort of a form or the exact fixture to fill in the most important part of your displays.

You would have given a hundred dollars if you had the necessary equipment.

And there was another time when you had all the fittings necessary and, using them to advantage, you felt wonderfully at ease, and before you could say a word, your windows spoke for themselves.

As manufacturers of the finest in display equipment, we solicit your patronage.

**Manufacturers of the Mannequin Product
Display Forms**

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Factories

Holyoke, Mass.

525-531 East 15th Street
NEW YORK

Rochester, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLV

NUMBER 4

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Artistic Parisian Wax Figures
and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

Panama-Pacific Exposition, San Francisco, 1915, Hors Concours

In order to obtain perfect wax figures, see that my signature is stamped in the wax.

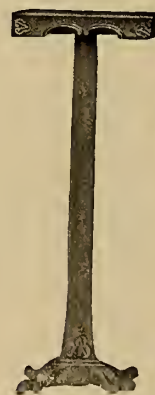
Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE



MAKE BUYERS OUT OF PASSERSBY

A tone of refinement in your window displays is desirable, and is easily obtained by the attractive arrangement of the better grade of fixtures—Hugh Lyons fixtures.

Hugh Lyons fixtures and forms are built to help you attract attention—

to make distinctive, business-getting displays—to make buyers out of passersby.

Our new catalogs are brimful of attractive fixtures and forms. Let us send you our supplementary editions, just off the press, showing our period designs.

HUGH LYONS & COMPANY

"MAKE BUYERS OUT OF PASSERSBY"

LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32nd STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.

A New Xmas Display Idea

in this folder



We are in position to give prompt delivery on late Fall, Halloween and Thanksgiving display decorations.

SOMETHING so original and unique that it will make the biggest Christmas Display hit in your town. The theme back of this display idea is foreign to the usual Christmas decorative treatment. Your early correspondence is suggested in order to guarantee delivery.

The Modern Art Studios

431 North Clark Street, Chicago

LOOK HERE, MEN!!!

We Offer During October Only; One Hundred

Hand Style Price Ticket Outfits

AT \$25 EACH

Regular Price \$29.50

Will Earn Its Cost in Less Than a Month
Endorsed By Show Card and Display Men

Everywhere

A Boy or Girl Can Operate

MAIL YOUR CHECK TODAY!

HAND STYLE TYPE CO.

410 Third Ave.

Pittsburgh, Pa.



The New Grecian Draping Figure

Here is your opportunity to put in something absolutely new in drapes. A classic Grecian form with removable arms that permits perfect reproductions of latest fashions in your drapes.

The bust is finished in old ivory tint on unbreakable composition and is decorated with composition ornaments, such as chain, cameo, etc.

There are three distinct and different forms, thus giving you a set for complete window display.

An original feature is the use of an ornament at the end of the arms in place of hands.

The arms are interchangeable and unbreakable.

Special Introductory Price - \$35.00

French Wax Figure Co.

Chicago Office and Display Room:
715 Medinah Bldg.

Factory: 70 W. Water St., Milwaukee



No. 667



No. 6076



No. 661

	Each	Doz.
No. 667. Poinsettia Garland of fine sateen flowers and foliage with red veins, 54 inches long.....	\$3.30	\$33.00
No. 6076. Beautiful Holly Spray with Red Berries and Red Poinsettia, 36 inches long.....	1.80	18.00
This spray may be had with Green or White frosted leaves.		
No. 661. Festoon of Green Holly with red berries, 45 inches long	7.80	78.00

POINSETTIAS
Single Flowers on 6-inch Stems.

No.		Per dozen	Per gross
455-o.	Poinsettia, red, 5 in. in diameter, Sateen...	\$0.75	\$ 7.50
455.	Poinsettia, red, 6½ in. in diameter, Sateen...	1.10	11.00
455V.	Same size as No. 455, but in Velvet, red....	1.50	15.00
455M.	Same size as No. 455, but in Metallic Silver or any color	1.20	12.00
455A.	Poinsettia, red, 7½ in. in diameter, Sateen..	1.45	14.50
455VA.	Same size as No. 455B, but in Velvet, red..	2.40	24.00
455MA.	Same size as No. 455B, but in Metallic Silver or any color.....	1.80	18.00
455B.	Poinsettia, red, 8½ in. in diameter, Sateen..	1.80	18.00
455VB.	Same size as No. 455B, but in Velvet, red..	3.30	33.00
455MB.	Same size as No. 455B, but in Metallic Silver or any color	2.40	24.00
455C.	Poinsettia, red, 10 in. in diameter, Sateen...	2.90	29.00
455VS.	Small Velvet Poinsettia		2.70
1033.	Small Velvet Poinsettia.....		2.70

POINSETTIA IN CREPE PAPER

Any color.

Small, per dozen.....	\$0.90	Per gross	\$ 9.00
Medium, per dozen.....	1.20	Per gross	12.00
Large, per dozen.....	1.90	Per gross	19.00
Extra large, per dozen.....	2.70	Per gross	27.00

Imitation Immortelle Wreath. This Wreath is the same on both sides, and is a beautiful shade of Holly Red. The classiest Wreath for windows; used in stores, houses and automobiles.



	Dozen
6 inches.....	\$3.95
8 inches.....	5.70

Imitation Immortelle Wreath with Holly Sprays and Poinsettias. This is the same Wreath as the one to the left, with the exception that it is trimmed with Holly Sprays and Poinsettias.

	Dozen
10 inches.....	\$ 7.20
12 inches.....	10.80
14 inches.....	16.80

L. Baumann & Co.

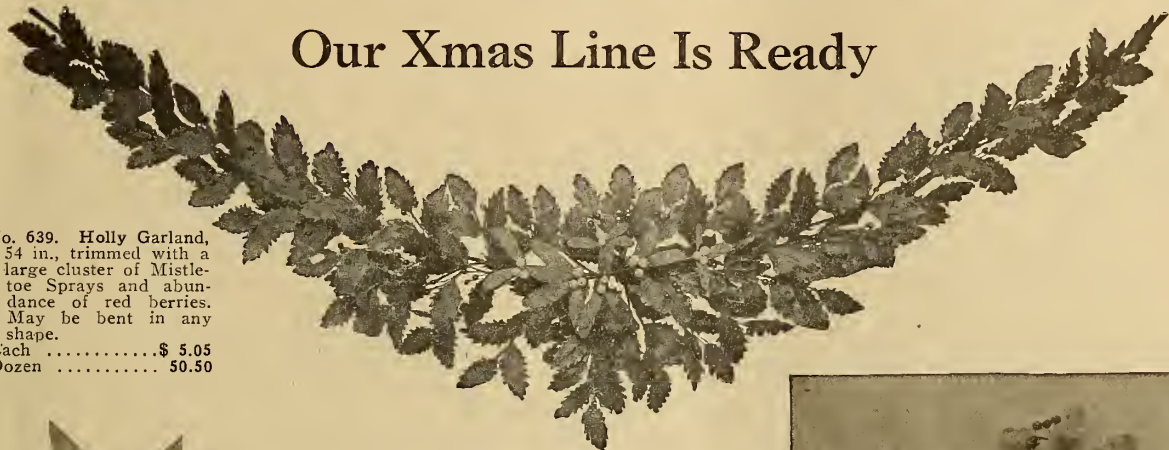
Leading
Importers and
Manufacturers

357-359 W. Chicago Ave.
CHICAGO

Order Now For Later Delivery

Our Xmas Line Is Ready

No. 639. Holly Garland,
54 in., trimmed with a
large cluster of Mistle-
toe Sprays and abun-
dant of red berries.
May be bent in any
shape.
Each\$ 5.05
Dozen 50.50



No. 639



No. 262

No. 262. Giant Poinsettia Stalk, 42 in.
high, flower 12 in. in diameter, of a
fine silk velvet in a beautiful red
color and very fine foliage.
Each\$ 1.80
Dozen 18.00



FOLDING PAPER BELLS.

Bells.	Size In.	Doz.	Gross
No. O-0.	2½	\$0.20	\$ 2.00
No. O-1.	4	.30	3.00
No. O-2.	6	.55	5.50
No. O-3.	8½	.85	8.50
No. O-4.	10½	1.40	14.00
No. O-5.	14	1.85	18.50

All O Bells are cut with clapper in one piece.

Bells.	Size In.	Doz.	Gross
No. 1.	5½	\$0.50	\$ 5.00
No. 2.	8	.90	9.00
No. 3.	12	1.80	18.00

These Bells are of a closer pasted stock, with loose clapper.

No. 4 Bell, size 22 inches.

Each\$ 1.10
Dozen 11.00
Gross 110.00



No. 637

No. 637. Holly Spray, 3 green leaves and 3 red berries.
Dozen.....\$0.50 Gross.....\$5.00
No. 635. Holly Spray of 6 green leaves and 6 berries.
Dozen.....\$0.95 Gross.....\$9.50



No. 6084

No. 6084. Basket in Biedermeier style.
Tree in this basket made of Green Rus-
cus and studded with Holly Berries. The
basket is white as illustrated. Each.\$1.80

L. Baumann & Co.

Leading
Importers and
Manufacturers

357-359 W. Chicago Ave.
CHICAGO



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind,

“PITTSBURGH” REFLECTORS are

Insist on “Pittsburgh”
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

CARTERS FAMOUS GREENS

for

Fall Displays

Nearly every one is using nature's greens this fall. It is not necessary to remind you of the wonderful attractiveness of fresh, green smilax for showing off to advantage your fall displays of merchandise. Let me serve you as follows:



The above illustration shows just a corner of our shipping department. On these beautiful Fall days everything is handled out in the open where we are right close to nature. Exceptionally fine crop this fall.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....	\$1.25
Per 100	7.00
Chamaerop Palm Crowns.....	Per doz. 2.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabal Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

Make up your orders from above prices. Write or wire. Goods rushed out by express same day. Discount on all large orders.

ASHLEY FLORAL CO.

Successor to Geo. M. Carter

Evergreen

Alabama



This novel toy window constructed by Mr. Homer H. Seay for the Walker Dry Goods Co. of Charleston, W. Va.

This setting was six feet deep. The windows in the castle were cut out and electrically lighted.

EZY-BILT

- will not bend, buckle, warp or sag.
- requires no expensive carpentering for supports.
- the most economical and handiest window board known.
- can be used on both sides and is easily cut with a knife.
- can be finished in many striking effects at a small cost.

For the Holiday Displays

EZY-BILT WINDOW BOARD

Plan for the best Holiday Season you have ever had. Put the Holiday Spirit in your displays. The most striking effects can be obtained with Ezy-Bilt. Not alone in the windows, but also for interior decorations.

The many novel effects you can put into effect with the aid of Ezy-Bilt will prove a pleasant surprise.

For Ezy-Bilt is easy to work with and its possibilities are unlimited.

It is constantly used and endorsed by the leading displaymen and merchants.

You should have a supply in stock at all times.

A trial package will convince you of its merits.

Special Introductory Offer

This offer is for our two new sizes, as follows:

14 sheets, size 36x48 in., \$5

11 sheets, size 36x60 in., \$5

Order one of these packages today and give EZY-BILT a trial.

Do you wish the Ezy-Bilt Catalog?

Hunt-Crawford Co.

Coshocton, Ohio

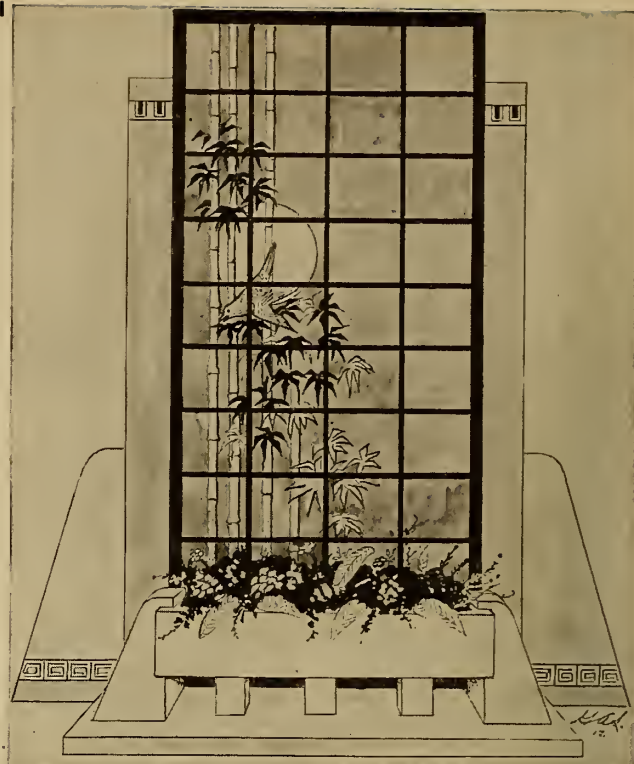
COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

CHRISTMAS DECORATIVES NOW READY



NEW AND DISTINCTIVE CREATIONS FOR YOUR HOLIDAY WINDOWS

CHRISTMAS Decorations that far surpass anything we have ever shown. Absolutely new and original creations that will not only beautify your displays, but will actually stimulate sales far beyond expectations. Now, while the matter is fresh in your mind, send for this new catalogue and plan your Holiday Displays. We urge you to place your order as early as possible that we may give you our best service and attention. Write on your business stationery for a free copy TODAY.

**YOU SIMPLY MUST HAVE THIS
CATALOGUE — SEND TODAY — FREE**

The Adler-Jones Company
333 South Market Street Chicago

ORDER EARLY

ORDER EARLY

ORDER EARLY

CHRISTMAS

is almost here and it is now
time to begin thinking of

DECORATIONS

for your

CHRISTMAS DISPLAYS

This will be the

Biggest Christmas Season

in history, and will mean big business
for everyone who is prepared to get it.

If your windows are to be decorated to
befit the occasion—you must act early.



No. M6159. A Schack creation that is absolutely new for Christmas. Made of green wood fibre roping and red air-brushed leaves. Any other colors may be had. This is a strictly high class decoration. Size 24 inches wide with 4 foot length overall.
Price each \$6.50

NO HOLIDAY WINDOW is complete without a touch of

SCHACK'S

NEAREST TO NATURE FLOWERS

You have the power of decision!

Use that power and decide to get your orders in early
and *insure yourself against disappointment.*

Schack's New Christmas Flower Book "E"
is out earlier than usual to give you help *now* in plan-
ning your HOLIDAY WINDOW DECORATIONS.

If you havent received a copy, a word from you will start one on
its way. It is not a mere catalog, but a valuable handbook of ideas.

GET IT—USE IT—and Remember—ORDER EARLY

The Schack Artificial Flower Co.
CHICAGO

1739 to 1741
Milwaukee Ave.

Two Phones
Humboldt 304 and 4867

No. M6158. A new novelty Christmas tree of wood fibre roping. Decorated with flitter ornaments. Comes flat with 4-inch relief, height 5 ft. 6 in. Complete as illustrated \$5.75.



ORDER EARLY

ORDER EARLY

ORDER EARLY

CHRISTMAS DECORATIONS

Place your orders now for your special decoration.

We are showing the largest and most complete line of Christmas decorations this season.

Something entirely new for interior as well as window decorations.



No. 9625. Set piece for column decoration with red and green roping, white frosted foliage and red star flowers or green foliage and red star flowers. Size 30x40 inches.
Price, each\$ 3.95 Per dozen 36.00



No. 9600. Drooping Woodbine Foliage Spray. Something very handy and can be used in a number of ways. Size of spray when opened 30x40 inches. Can be had with white frosted foliage with red berries or red and green foliage with red berries.
Price, each\$ 1.50 Per dozen 16.50



No. 9621. Set piece for column decoration with red and green roping, white frosted foliage and red berries or green foliage and red berries. Size of set piece 22x32 inches.
Price, each. \$ 1.75 Per dozen.. 18.00



No. 9622. Set piece with red and green roping, white frosted foliage and red flowers. Very attractive decoration. Can also be had with green foliage and red flowers. Size 22x63 inches.
Price each. \$ 4.50 Per dozen.. 40.00

Remember us on Christmas Tissue Wreathing which comes in 60-ft. rolls at 75c per roll, \$7.50 per doz. rolls.
Natural Prepared Green Oak Garlands made in any length desired. Price, per yard, 25c. Per doz. yds. \$2.50.
Natural Prepared Oak Sprays in green, red, and brown. The best on the market. \$12.00 per C.
Can also furnish Natural Prepared Beech Sprays at the same price.

Artificial Snow, 25c per lb. in 10-lb. packages, \$1.50 per package.

Write for our Special Christmas Folder.

J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville

Illinois

Cut-Outs of Beaver Board

Let your windows tell the Xmas story with a big, striking Beaver Board cut-out. This sturdy building material lends itself just as well to cut-outs, displays, forms, etc., as it does to the permanent type of window background. This is because you can easily saw it, score it and bend it. It is stiff and sturdy but it lends itself to all sorts of window dressing ideas.

Beaver Board is equally as useful for the construction of alcoves, partitions, both stationary and movable, permanent store backgrounds, and even more important, for the complete walls and ceilings of store interiors.

In your plans for the holiday display Beaver Board will help you carry out your most elaborate ideas.

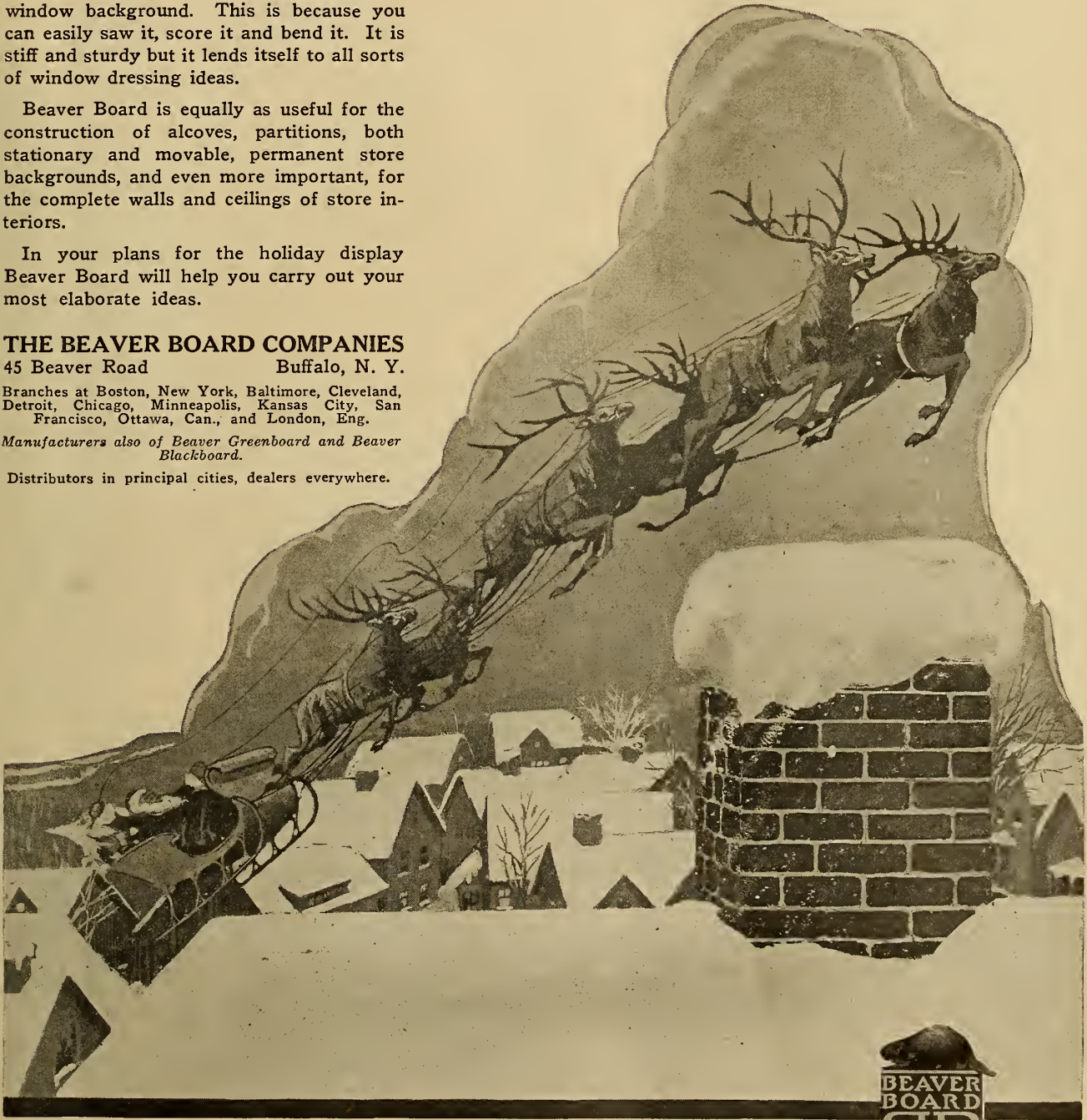
THE BEAVER BOARD COMPANIES

45 Beaver Road Buffalo, N. Y.

Branches at Boston, New York, Baltimore, Cleveland, Detroit, Chicago, Minneapolis, Kansas City, San Francisco, Ottawa, Can., and London, Eng.

Manufacturers also of Beaver Greenboard and Beaver Blackboard.

Distributors in principal cities, dealers everywhere.



You can't expect Beaver Board results unless this trade mark is on the back of the board you buy



BEAVER BOARD

FOR PERMANENT OR TEMPORARY BACKGROUNDS. CUTOUTS AND DISPLAYS

I saw it in the October "Merchants Record"—Page 11

USE NATURE'S DECORATIONS

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.



MAGNOLIA FOLIAGE

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1.....\$1.00	No. 4.....\$3.50
No. 2.....2.00	No. 5.....4.00
No. 3.....3.00	No. 6.....4.50

No Artificial Decoration Can Compare with Southern Greens

LONG NEEDLE PINES

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

SOUTHERN WILD SMILAX

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price	Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00	4	400 sq. ft.	30 lbs.	3.50
2	200 sq. ft.	20 lbs.	2.00	5	500 sq. ft.	40 lbs.	4.00
3	300 sq. ft.	25 lbs.	3.00	6	600 sq. ft.	50 lbs.	4.50

CHAMAEROP PALM CROWNS

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

Each	Dozen	Hundred	Each	Dozen	Hundred
3 feet.....\$0.15	\$1.50	\$11.00	5 feet.....\$0.25	\$3.00	\$20.00
4 feet......20	2.25	15.00	Assorted sizes.....	3.00	20.00
5 feet......30	3.50	25.00			

SABAL PALM LEAVES

A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holidays or any special occasion. Combined with holly, this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

HOLLY FOR CHRISTMAS

It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

5 lb. box.....	\$0.75	40 lb. box.....	3.00
15 lb. box.....\$1.25		60 lb. box.....	3.50
25 lb. box.....2.00			

Beaven's Fadeless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft., price.....\$4.00

We Can Save You Money By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. BEAVEN CO.,

Evergreen, Ala.

Established 1898

Established 1898

THE BOOMERANG

Ask yourself this question: Why were we entrusted with supplying the five latest stores of the New York Waist House, which were opened in August, and located at Seattle, Wash.; Wheeling, W. Va.; St. Joseph, Mo.; Philadelphia, Pa.; No. 1 West 34th Street, New York City, with 50 to 75 forms for each store, besides several dozens each of Waist and T-Fixtures?

Also for twelve of J. C. Penney's Stores, when each and every fixture house has been after them for sometime?

Can you imagine supplying one concern with over 300 enamel forms in one month, besides doing the largest business for any month in the last twenty years?

Visit our factory, if possible, and let us astonish you with facts of buying absolutely the best at a marginal saving of 25 to 35 per cent. You can readily see we operate under no overhead, inasmuch as we sell direct from our factory, carrying no expensive show rooms or salesmen to be paid for by you, or high salaried officers who walk around with their hands in their pockets, handing out humbug of strikes, high cost of labor, material, etc.

Can you conscientiously, in justice to yourself, overlook such facts, and then entertain any idea of placing your present or future needs anywhere else than with us?

DAVID SOBEL'S SONS

Successors to

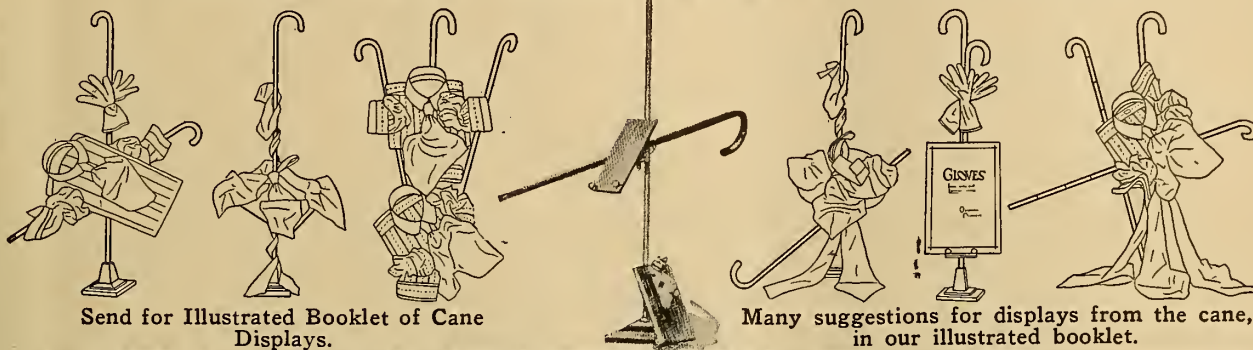
CO-OPERATIVE DISPLAY FIXTURE CO.

143 Grand St.

New York City

LEON CANE ATTACHMENT

CREATES CLEVER DISPLAY UNITS FROM YOUR CANES.



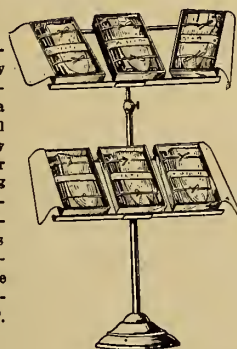
Send for Illustrated Booklet of Cane Displays.

Many suggestions for displays from the cane, in our illustrated booklet.

THE LEON T-STAND ATTACHMENT

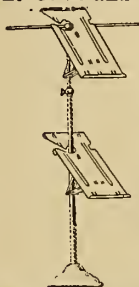
Multiplies the uses of Metal Display Fixtures 1,000 Times
Patent U. S. and Canada

Your T-
Stand may
be convert-
ed into a
practical
display
stand for
displaying
boxed ho-
sery, hand-
kerchiefs
etc., by at-
taching the
LEON AT-
TACHMENT.



THE LEON AT-
TACHMENT adjusts
on any display fixture,
or flat surface, "in a
jiffy." There are no
set-screws. Snaps on,
stays on, wherever it
is attached. Makes
old fixtures up-to-
date, and increases
the display advan-
tages of your new fix-
tures.

Write for Illustrated
Booklet.



Thousands of Mer-
chants and Display
men are now using
the LEON ATTACH-
MENTS and find
them indispensable.
GET OUR BOOK
OF DISPLAYS. This
booklet illustrates
many sketches and
photographs, a great
number of interesting
up-to-date displays of
all lines of merchan-
dise made on old and
new fixtures.



The LEON
ATTACH-
MENT at-
tached to a
T-stand and
cardboard
circle used,
creates an
effective dis-
play stand
for center-
pieces, pet-
ticoats, etc.

Morris Leon Mfg. Co. 7119 No. Clark, Chicago

Nature's Own Decorations

They Cannot Be Imitated—Much Less Improved Upon



Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

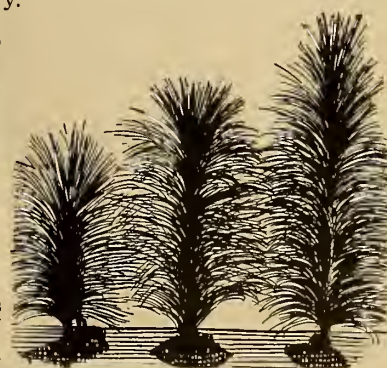
The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GREY
MOSS

All of these greens
can be supplied in any
quantities.

Our quotations are F.
O. B. Evergreen.



Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....		1.50	9.00

Extra large sizes, 5 to 6 feet, \$0.50 each.

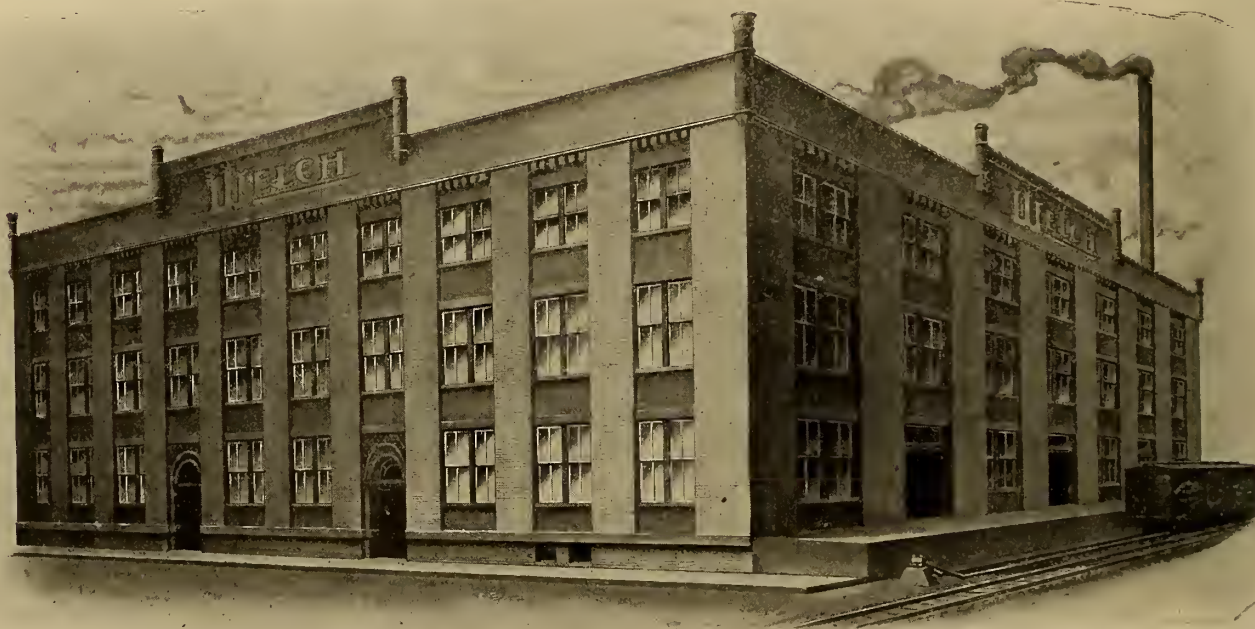
All Orders
Shipped
Promptly

Caldwell, The Woodsman
EVERGREEN :: ALABAMA

Anticipating One's Requirements

When we set about the immediate readjustment of our factories following the signing of the armistice, we anticipated our requirements to the extent of providing for a production increased fully twenty-five per cent over our pre-war capacity.

But we seriously underestimated the great and growing preference of the merchants of the country for Welch-Wilmarth Method in Merchandising equipment. Notwithstanding our big preparations made in anticipation of an unprecedented volume of business, we have, in the past few months, been constrained to disappoint some of our good patrons, and a great many more would-be patrons, because of our inability to make the very prompt deliveries on which we have always prided ourselves.



The New Welch-Wilmarth Factory No. 4

NOW, however, we have done just precisely what we have urged and advised our patrons to do—anticipate requirements as far in advance as possible. We are just completing substantial additions to our factories, and besides we have added still another unit in the form of a new factory building, which will add to our present great capacity fully fifty per cent. Factory No. 4 started up in September and will be pushed to its capacity to enable us to provide the service for which the Welch-Wilmarth Companies have been famous—furnishing your equipment when wanted—as promised.

Meanwhile, we ask that you continue to look ahead—anticipate your requirements—bearing in mind that in these days of financial fair weather the wise prepare for storm.

The Welch-Wilmarth idea in store equipment makes this possible—always and without fail.

THE WELCH-WILMARTH COMPANIES

Grand Rapids, Michigan

New York City

Pittsburgh

Branches
St. Louis

Chicago

Boston

MERCHANTS RECORD and SHOW WINDOW

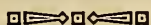
VOLUME XLV
NUMBER 4

OCTOBER, 1919

Single Copies
Thirty-five Cents

Better Lighting for Better Business

*Electrical illumination to play a part of ever increasing importance in the strategy of modern merchandising practice—
Good lighting system may be installed and operated at relatively trivial cost.*



By Thomas F. Chantler.
The Society For Electrical Development, Inc.

INVITE the merchandiser of today to turn time backwards by reverting to candles to light his store and he will tell you not uncertainly that to follow such a course would be to commit business suicide—when the first shock of speechless amazement has given way to explosive utterance.

On the other hand there are all too many merchants who, when urged to better illuminate their stores, demur because of the expense—the relatively trivial expense, we might aver.

That second attitude is unwarranted, to say nothing of its arousing a question regarding the merchant's business acumen. Because if going back to candles is calculated to drive trade away from the store—and it would unquestionably do just that—then it is only good reasoning to figure upon there being an increase in business resulting from good lighting. And if good lighting makes for more business it is then just as inconsistent to demur about the expense of that lighting as it would be to refuse to employ salesmen on the ground that making use of their services entailed an expenditure. Both such expenditures—for good lighting and for the service of sales people—are but preliminaries to the making of sales, steps that must be taken to reach the goal of profits. The prime purpose of store illumination, in whatever its form, is to promote the business of selling goods.

The Sales-Promoting Value of Good Illumination

In these days when "whiteways" and crowds are almost synonymous terms; when beautifully

illuminated show windows arrest the attention even of those in a hurry; when the fascinating quality of electric signs is a topic of discussion by even the blasé, it is difficult to conceive of any one, particularly among merchants, who is not acutely alive to the dollars-and-cents advertising and sales-promoting value of good illumination. Nevertheless, a stroll down "Main Street"—anywhere—any evening, will result in discovering a deplorably large number of merchants who are not taking advantage of the advertising power of good lighting, even though familiar with its potency. This window is gloomy, that one glaring and the next, grotesque; and as a general thing the interior lighting of such stores is comparable to that of the windows. One is making use of too much light, another about the proper quantity of light but spoiling the effect by the employment of illy selected fixtures, or, if the fixtures be correct and are properly placed then the wattage is insufficient. Probably no two will be found in need of precisely the same corrective measures, because the architecture and dimensions of the windows and stores, the location of counters and of goods on display, as well as the goods themselves, all are different.

The fact that no two stores do require identically similar lighting equipment or treatment is the one big fact which should do most to encourage each and every merchant to strive for perfection in store and window illumination. Because, his store being in some respects at least different from all others, he is practically assured of achieving some-

thing distinctive in its illumination. Even the copy-book precepts on advertsing, stress the need for being *distinctive*, of contriving by legitimate means to achieve something uniquely one's own, that will make a place for itself in the public's memory.

Good illumination, however, does something vastly more important than just getting itself remembered; it attracts people into the store and encourages them to look and to buy. Examples are not wanting of retail establishments that have secured quite pronounced additions to the volume of their business simply by making improvements in the lighting. One example that has been referred to frequently in print is that of a firm of haberdashers in San Francisco. They moved one block, to a store having a frontage of but half the width of the store they left. According to the quoted opinion of an official of this company, "The windows of the abandoned store were modern and attractive, but they attribute the addition of nearly seventy per cent to their business to the novel front of the new store."

Any merchant whose store has two windows can readily satisfy himself regarding the selling value of good illumination by a simple and easily conducted test. Let him reduce the lighting of one window to a degree classifying as "poor," and follow the suggestions of competent authorities regarding the proper illumination of the other; and if that is done the prediction is ventured that a comparison of the requests received for goods displayed in the correctly lighted window with the requests for goods in the poorly lighted window

will furnish concrete evidence of the advantages of good illumination. Or a yet more graphic and easier devised test may be made by placing two tables a reasonable distance apart and at points on the store floor having equal advantage as regards location, placing on each table goods from the same stock and to be offered for sale at similar prices. Then if one table is but poorly lighted, and the other is illuminated in accordance with the recommendations of an illuminating engineer, the results will furnish a dollars-and-cents argument of a convincing nature regarding the sales-producing potency of correct illumination.

Economy of Modern Electric Lighting Systems

Well and truly has it been said that if a man needs the use or service of a thing he pays for it whether he buys it or not. Of a certainty that applies to the merchant who defers equipping his store with a lighting system that will illuminate it properly. His windows lack the proper power of attracting trade into the store; the poor lighting of the store acts to prevent goods being displayed to the best advantage, and many who otherwise would do so depart without buying; clerks make costly blunders and their general efficiency decreases because of the undue tax upon their eyes imposed by the poor lighting; and the general tone and atmosphere of the store dampens the spirit of the employes and customers alike, discouraging the optimism so essential to selling and buying and retarding the progress of the business enormously. Yet, strange as it may seem, the proprietor of just such a store most frequently is the one to declare he



CUT GLASS DEPARTMENT OF COHEN'S DEPARTMENT STORE, JACKSONVILLE, FLA., LIGHTED BY NINE 400-WATT LAMPS.



NIGHT VIEW OF FIRST FLOOR LIVINGSTON BROS. STORE, SAN FRANCISCO, CAL. SEMI-DEFECT LIGHT FIXTURES.

cannot afford to install a good, modern lighting system. Were it not for the pathos of the thing such a situation would appear ridiculous in the extreme—a poorly illuminated but easily discerned case of being penny wise and pound foolish.

In addition to it being true that no merchant can consistently afford to be without a good lighting system in his store, it must not be lost sight of for a moment that the cost of installing and operating such a system is relatively quite trivial as contrasted with other items of merchandising expense. For example, according to a reported test, the energy consumed in eight of the leading department stores in New York City averaged but 1 watt per square foot of floor space, while the illuminating intensity ranged from $1\frac{1}{2}$ to $7\frac{1}{2}$ ft.-candles, a general level of $4\frac{1}{2}$ ft.-candles. Also, it is reported that data on one hundred and twenty-five department stores throughout the country showed that the average power consumption per unit of floor area of all these examples is very close to 1 watt per square foot. An energy consumption of one watt per square ft. of floor area would mean that 1,000 square ft. could be lighted for 1 hour for 5 cents if power cost 5 cents per kilowatt hour, or for 2 cents if power cost 2 cents per kilowatt hour and so on.

The more it is thought about the more evident it becomes, in fact, that it is not the cost of good

store lighting which constitutes the chief obstacle to its being more generally made use of; the cost represents a too small percentage of the store-operating expense for that to be so, particularly when the importance of illumination as a factor in the success or failure of a merchandising venture be recognized. There must be and there is another reason. In truth, there are two reasons. First, there is the one which results from that world-old tendency of man's to oppose at first all that makes for progress and improvement, the same which led all the plain and fancy thinkers of Columbus' time to contest his efforts at finding a new continent; which prompted the legislative bodies of various commonwealths to enact laws prohibiting winter bathing by way of counteracting the popular reception accorded the bathtub when it was introduced; which so opposed the advent of the telephone that the entire controlling rights to its use west of the Missouri river are reported to have been offered at one time for as little as fifteen hundred dollars—that same tendency is directly at the root of the observed practice of the merchant to endure the drawbacks of a faulty lighting system where he could better afford to illuminate his store properly.

The second and perhaps more easily comprehended reason why some merchants persist in handicapping their selling efforts by poor lighting is

traceable directly to the fatal tendency to, first, rebel against a shortcoming, then accept it more or less gracefully, and finally, to forget that it ever existed. Could the merchant be kept away from his store long enough to insure his seeing it when he returned from an entirely fresh point of view, the "dim religious light" which he previously had regarded as being entirely adequate would soon be replaced by a scheme of illumination better calculated to enable customers to see and inspect the goods they thought of buying.

How to Avoid Waste in the Use of Light

This is Rule "1" for any merchant wishing to avoid waste in lighting: **any scheme of lighting that fails to furnish adequate illumination is wasteful, because it acts to retard the growth and operation of the business.**

Truly economical lighting is that which supplies exactly the ideal illumination at all times and places throughout the store. That means of course that in order to provide the best illumination for stores each installation must be treated as an individual problem, attention being paid to every unusual feature which presents itself. But there are certain factors, applying in all cases, which should be recognized and referred to as guiding principles in working out each and every lighting problem.

To begin with, it is obvious as the presence of

Limberger cheese that the lighting systems in many stores have, like Topsy, "jes' grow'd." That was inevitable. The merchant who rented a store either put up with the lighting arrangements as he found them, or he made more or less extensive alterations and let it go at that. In other instances new stores have been erected during the vogue of this or that device or scheme for lighting; and their lighting equipment is of that period. While development and progress in lighting have persisted to the point of an exact science, the illuminating of a multitudinous number of stores serves best as mile stones making the progress in store lighting. As viewed in the light of present knowledge the illuminating systems of many stores classify rightfully as "horrible examples." Most responsible for that condition is the fact that not until a comparatively recent date has there been generally available the facilities and knowledge necessary to determine in advance exactly what does constitute adequate lighting for this or that merchandising enterprise.

Today there need be no guesswork by the merchant regarding the correct standard of illumination proper for his store. So his first step in making proper use of the advertising and selling value of electric lighting should be to discover just what precisely are the lighting requirements in his store and how they can be best and most economically



EXCELLENT EXAMPLE OF PERFECT WINDOW LIGHTING WITH 400-WATT LAMPS AND ALUMINUM FINISH REFLECTORS.



WINDOW OF L. BAMBERGER & Co., NEWARK, N. J., LIGHTED BY 100-WATT LAMPS IN MIRRORED GLASS REFLECTORS.

satisfied. How will he set about to secure that knowledge? It's easy to come by. Most of the large central stations include in their personnel competent illuminating engineering talent that may be depended upon to formulate a lighting standard based upon a careful study of the actual requirements in each store. Also, there is the illuminating engineering fraternity with representation within touch of all communities making use of electricity for lighting purposes.

A preliminary step should be for the merchant to establish the classification of his store as being under the heading of (1) department stores, and the large specialty stores of our principal cities, (2) medium sized stores, including the large stores of the smaller cities, (3) small select stores and shops, (4) small stores of the usual type. Then the location of the store with regard to its surroundings and the section of the city in which it is located should be considered; and, of equal or yet more importance, the character of the goods to be displayed should be studied as to their lighting requirements, because an object is seen by the light it reflects, rather than by the light thrown upon it. White goods or china, for instance, reflect sufficient light to insure their being easily seen under an intensity of illumination that would prove hopelessly inadequate for the proper display of rugs and furniture, or of jewelry, books and other articles of intricate design.

Having recognized more or less clearly that different intensities of light may be required to insure all classes of merchandise being properly displayed, attention then should be given to whether

the goods are to be placed in show cases, on tables, floors, or shelves, or hung from the ceiling. Also it should be recognized that stairways, balconies and alcoves require special treatment; and another point not to be overlooked by the merchant who aims to make his lighting system of true help in selling goods is this: *the arrangements must be such as will provide satisfactory illumination of goods when the store is crowded with shoppers.*

Otherwise, the merchant is quite likely to discover that the shoppers who come in to buy goods are unable to inspect them properly because their position between the light source and the goods occasions unpleasant shadows. There is the possibility, too, that the light sources may be so placed as to create glare or blinding reflections.

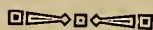
The purpose in making those recommendations is not that the merchant, lacking the requisite technical knowledge and equipment, will be able unaided to arrive at the correct solution of those and the many other problems to be solved, but having given some thought to those essentials, the merchant will be all the better equipped to co-operate understandingly with the central station in formulating the scheme of lighting that will best contribute to the selling of goods.

Central Station and the Service it Gives

Know your central station and make use of its many services—is a rule that it will repay any merchant to follow. While supplying current for light, heat and power is the chief function of central station service, there are other services, almost equally vital, which are available to all who require them.

The Electric Sign

An economical business promoter that works night and day - As evenings grow longer, the night sign's efficiency is increased—Cost of operation minor item when compared with selling power of a good sign—Big factor in holiday business.



A GOOD electric sign is at all times an excellent advertisement for a retail store, but during the six or eight weeks before Christmas its selling value is multiplied many times. November and December are "harvest time" for the enterprising retailer who goes after business with energy and good judgment. These are the months when everyone is spending money and, because of the shortened days, more buying is done under electric light than at any other time during the year. This is the time when the electric sign reaches its greatest efficiency.

A large part of the Christmas shopping is done

in the evening and nearly all of the evening business goes to the stores where the lights are brightest. Light draws the crowd and the brightest streets are always the busiest. These are recognized facts and, in every big city, there is much extra illumination in the busiest shopping districts during the weeks before Christmas.

Holiday Electrics

Big stores in Chicago, Boston, New York and other large cities regularly install additional electric signs to cater to the Christmas shopper. One big store in Boston annually has built on the corner of the building an imposing electrical display of an elaborate character. For years it has been the custom of one of the largest of Chicago's State street stores to put up in November a sign made of enormous letters spelling the words "TOYS." There are many other stores following the same general custom.

These shrewd merchants regard the electric sign as they do the newspapers or any other advertising medium. When the busy season approaches they add electric signs just as they increase their newspaper space—they do this because they know from experience that the signs bring them big returns in proportion to the money invested.

The approaching Christmas season promises to be the greatest buying era this country has ever known. This applies to practically all sections alike as our unexampled prosperity has reached from coast to coast and from Canada to the gulf. Merchants everywhere are looking forward to an unprecedented holiday season and are making preparations to capture as much of this easy business as possible.

Getting Ready for Christmas

It goes without saying that those merchants who are best prepared will get the biggest share of trade. Those who have the merchandise and do the most aggressive advertising will naturally reap the largest harvest. The purpose of this article is to urge the electric sign as an inexpensive and efficient means of getting more holiday business.

When we apply the term inexpensive to an elec-



Here is a specially designed sign that can be read for blocks in either direction. It brightens up the front of the store and attracts many people to the show windows and into the store. Owing to its location, it is impracticable to advertise this store in the newspapers as there would be too much lost circulation. The sign is practically its only advertisement. In every big city there are many neighborhood stores that could use a sign like this to excellent advantage.



This is one of the most satisfactory electric signs made. The letters are stamped from heavy sheet steel and enameled inside and out with porcelain, making them practically everlasting. The back-

ground is a deep royal blue and the letters are intense white. This makes an excellent day or night sign and the cost of operation is very little. Signs like this may be bought on monthly payments.

tric sign we do not mean the large spectacular signs used by some stores, but have in mind the standardized sign of moderate size. These are truly inexpensive, both as to first cost and the cost of operation. There is no upkeep except the nominal expense of replacing lamps.

are practically everlasting and never require repairs or refinishing as practically all other signs do.

The letters are white on a deep, royal blue background, which gives a strong contrast in day time, and at night the white letters, lighted by the lamps, stand out brilliantly. Naturally, after exposure to the smoke and grime of a city for some time, these signs have to be cleaned. All that is necessary to do this is to go over them with a damp cloth and the original freshness is renewed. Standard signs may be had with letters in various sizes up to 24 inches.



This shows a short frame for the miniature lamp letter sign. The letters are made in two sizes, but frames may be had to use practically any number of letters in one or more lines. Letters are interchangeable.

Sectional letter signs are in more general use than any other type of electric signs and there are a number of excellent reasons for their popularity. They are extremely simple in construction and adaptable to every kind of business. They may be obtained in either the vertical or horizontal style and either single or double faced.

In some cities, horizontal signs projecting across the sidewalk are not permitted, and, if that is the case, or for any other reason the projecting sign is impracticable, the sectional letter sign can be installed flat against the building. In this position, they are highly effective and not only attract the passerby but illuminate the store front as well. In fact, this type of sign can be used effectively on any kind of a front and it does its work efficiently under all circumstances.

These signs are made in a uniform style but with letters of various sizes. Each letter is stamped out of heavy sheet steel and is enameled both inside and out with porcelain. This construction and finish makes them proof against weather and time. They

An Inexpensive Ad

Owing to the fact that these signs are completely standardized they can be sold at a price surprisingly low considering their efficiency and long life. Distributed over a period of time during which the sign is likely to be used and even including the cost of current, the cost of a sectional letter sign per week is practically nothing.

Once bought, the sign becomes a permanent ad for the owner and therein it differs from almost any other kind of advertising, such as newspapers, bill boards, street car cards, etc., which must be paid for as long as it is used. It is, in fact, as nearly a per-



These little signs are made up of separate letters placed in metal frames. They are handsome in appearance and can be read easily at long distance. They are used to indicate departments, basements, elevators, stairways, information desks, etc.

manent advertisement as can be imagined. The cost for current is so little as to be unworthy of serious consideration. Five cents an hour will run a sign of average size.

Every form of advertising is based upon circulation—in other words, upon the number of persons reached by the advertisement. It will readily be seen that the sign has a circulation equal to the number of people who use the street wherein the sign is situated. Another big consideration in advertising is iteration. We have all learned to talk through hearing words repeated over and over again. The passerby learns the message of the electric sign in the same way—it is repeated again and again as often as the sign is seen.

Helping Out the Windows

The electric sign has proved a practical help to the show window. The function of the window display is to bring the customer from the sidewalk into the store. The electric sign serves the important purpose of bringing the public before the show windows where they can see the displays.

The brightly lighted sign is a standing invitation to the possible customer and the store that is advertised in such a manner has a distinct advantage over the store that has no sign. There is a type of merchant who assumes that everyone knows where his store is situated and therefore there is no reason why he should spend money to emphasize the location. This way of thinking might be all right if there were but one store. This, however, is not generally the case.

Let us suppose there are three clothing stores in a block. One of them has a front that is brightly illuminated by a sign with the word "CLOTHING,"

and the other two fronts are not lighted. Other things being equal, more people will enter the brilliantly lighted store than will go into either of the others.

Christmas shoppers go "down town" in the evening to make their purchases and few of them have any definite idea as to the store in which these purchases are to be made. Most of them expect to do a little looking around before they buy. When people are in that frame of mind they are influenced subconsciously and naturally drift to the spot where the lights are brightest—to the store with the electric sign. It is this characteristic trait of holiday shoppers that makes the electric sign such a profitable investment during the weeks before Christmas.

Interior Signs

There is an electric sign of an entirely different character that is now used to a great extent by city department stores to indicate the various departments in the stores. This sign is made up of what are known as miniature lamp letters. The lamps are blown in the form of letters which may be used interchangeably in a metal frame. The letters are made in two standard heights—3½ inches and 6 inches. By using a few additional letters these signs may be changed without limit.

The reason these little signs are so popular with department stores is owing to the remarkable clearness of the letters which can easily be read at a distance of 100 feet or even more. Aside from their efficiency, these signs have an individuality and refinement that make them particularly desirable for high class stores. The frames are made in various sizes to accommodate a large or small number of letters.



THANKSGIVING DISPLAY OF LINENS BY H. H. BANCROFT FOR T. W. MATHER CO., PASADENA, CALIFORNIA.

Selling Hosiery in the Shoe Store

Success of retail shoe stores in sale of hosiery causes department stores to bring about greater intimacy between shoe and hosiery departments—Hosiery in the shoe store has developed into big business factor—Leading department store heads unconcerned over its rapid development.

By W. Van Orsdell.

THE success retail shoe stores have had in the sale of hosiery is leading department stores to consider bringing the hosiery and shoe departments into greater intimacy. The shoe stores have developed hosiery business to a point where it is a big business factor, and stands by itself, as contrasted with its position of a neglected side line common in former years.

New York city department stores and men's furnishings shops are not alarmed over the rapid

strides of shoe stores retailing hosiery. A short time ago it was announced that one shoe concern which controls about 3,500 stores throughout the country intended putting in a complete line of hosiery in all its stores. Several hundred of these stores are located in Greater New York. This has caused merchandise managers in the larger stores to take steps to offset this wave.

A canvas of the New York chain shoe store field shows that with the exception of two store chains



PLATE No. 1054. DISPLAY BY L. G. HERBERT FOR WALK-OVER BOOT SHOP, AUBURN, NEW YORK.

Here is an interesting arrangement of stout, trim shoes for country walking trips. The display was made by Lester G. Herbert for the Walk-Over Boot Shop at Auburn, N. Y., and was arranged against a most interesting and artistic setting. The background was made of composition board with a center panel holding a beautiful

scenic painting. The floor was covered with composition board blocks of the same finish as the background. The arrangement of ferns, flowers and small pieces of statuary gave balance to the window. It will be noticed that each pair of shoes displayed in this window is accompanied by a small price ticket, a standing policy of this store.

hosiery is handled in every link of the chains. Buyers of hosiery in those stores say that the sale of this product is getting to be quite an item and that they were forced to add complete hosiery lines because of popular demand for hosiery where shoes are purchased.

"The shoe store is the logical place for the sale of hosiery," said one shoe store manager. "This is especially true with women who want hosiery to match their new shoes in color. When we can show them stockings exactly the same shade as their shoes the sale is half made and they usually buy so many pairs of stockings that they do not have to visit the hosiery department of the department store for some time to come." Others familiar with this phase of retail trade insist that the selling of hosiery in shoe stores is assuming remarkable proportions.

"Department store managers are finding increased competition at the hands of retail shoe dealers," remarks a hosiery manufacturer. "These stores have gone into the hosiery business on a large scale and I have no doubt but that within a short time hosiery sales in department stores and in men's furnishing goods stores will be cut considerably. From stocks that were formerly represented by a few piles displayed with shoe laces and polishes they have increased their merchandise to a point where the investment runs into the thousands."

On the other hand the shoe retailer admits that he is "cutting in" on the department stores. "For a number of years," one shoe retailer says, "hosiery was not such a great item with us. It took the 'military style' of shoe to make it a big feature. We doubled our hosiery business during the past

few years and it is still growing. We have complete stocks, but of course we feature shoe numbers. When the demand first came for fancy shoes our women patrons had difficulty in getting hosiery to match the colors, so in common with other shoe men we increased our stocks to meet this demand. Just think how easy it is now for a woman when buying a pair of fancy shoes to go to our hosiery counter and match the color without delay or trouble. Then consider how much more trouble it would be for her to attempt to do the same thing in a department store. We cater to the business where matching of colors in hosiery is demanded.

"Women today are buying better hosiery. They are willing to pay the increased price and I look for greater business during the coming year, for women are beginning to look upon the shoe store as the regular place to buy hosiery."

Many traveling salesmen say that shoe stores throughout the country are selling better grades of hosiery and getting better prices on the average than other stores where hosiery is sold. They say also that shoe men who put in a cheap line usually regret it and restock with higher priced merchandise as soon as possible.

With higher prices prevailing and added profits there is an incentive to the shoe men to hustle and that the department store executive realizes the inroads being made upon their hosiery department is evident by the fact that they are beginning to carry something more than side lines of hosiery in the shoe department.

A few years ago a good pair of stockings could be purchased for 35 cents and shoe dealers had to offer all kinds of inducements to get the clerks to



THANKSGIVING DISPLAY BY J. WALTER JOHNSON FOR POWERS' FURNITURE COMPANY, PORTLAND, ORE.



PLATE No. 1055. DISPLAY BY CLARENCE E. DUFF FOR THE LEADER STORE, MARIETTA, OHIO.

In front of the semi-circles of stars on the dark blue field representing night, were two chimneys into which Saint Nick was disappearing with his sack of toys. Joining the two chimneys was a festoon of frosted green chrysanthemums, and silvered holly and red fibre roping completed this appropriate Christmas setting. The toys were

arranged in units of white pedestals draped with Christmas green sateen, and the floor was of large alternating colored blocks. This display kept the toy section of The Leader Store busy and by Christmas there was scarcely a toy left in the department. Composition board was used for making the chimneys.

sell hosiery. The stocks were limited and hardly warranted any special attention. The merchant could guarantee one dollar silk hosiery and would give a salesperson a prize every time a sale was made. Today conditions are greatly changed. The hosiery department is an independent institution generally with a competent salesforce, and whereas hosiery once had to be pushed, it now sells itself.

From the department and men's furnishing store angle the sale of hosiery in shoe stores is having no effect upon their business in this line. Buyers of hosiery in the majority of New York stores when consulted said they realized that shoe stores were increasing hosiery sales but not at the expense of the department or men's store.

"We realize that there are certain things for the department stores to do in order to offset this danger, but I do not think the sale of hosiery in shoe stores will ever grow to such an extent that it can be called a menace," said one merchandise manager.

"I know that people buy hosiery at shoe stores once in a while—when they buy shoes—and when

they want additional hosiery they come to their department store. And you must also remember that thousands of men and women buy their shoes in department stores so it might be said that department stores are a danger to the life of the shoe store, but we do not think so."

"The lines of hosiery usually carried by shoe stores will never cut the sale of hosiery in department stores," said a hosiery buyer. "As I understand it the shoe store usually carries only one or two brands and I know that one large chain store handles only rejects and seconds in their hosiery line. These are sold without the brand stamped and it is often sold with the shoe brand thereon."

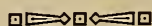
Other department and men's furnishings store men admitted that something must be done, and one said he would probably consolidate the shoe and hosiery departments and use the same selling methods as the shoe salesmen do.

New York hosiery jobbers who supply a number of the department stores do not deny, however, that orders from department stores have fallen considerably since shoe stores started selling hosiery on a large scale.



Brooklyn's New Specialty Shop

Bedell's new store at Brooklyn to present interesting points in front construction and department arrangement—Big island window prominent feature—Retail specialty garment business experiencing era of unprecedented prosperity

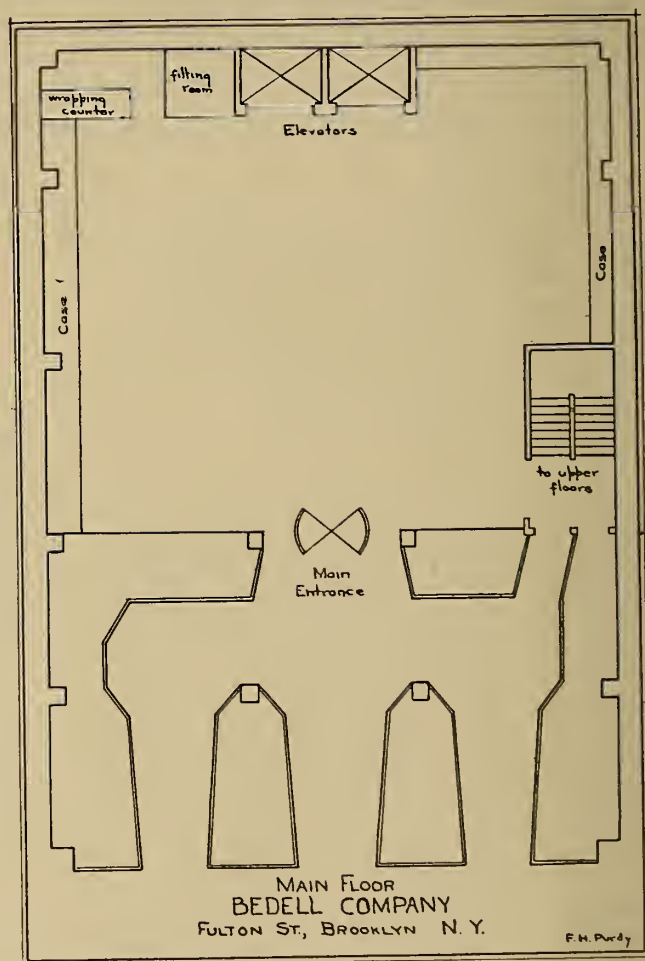


THE rule of the island window and the entrance lobby at sides of and behind it in women's specialty shops, is well illustrated by the new building of The Bedell Company on Fulton street, Brooklyn, which at this writing is being rushed to completion for the middle of October by superintendent of construction of the Bedell Company, Robert MacVie, who, when this building is completed will be putting up others at Springfield, Mass.; Detroit, Cleveland, Chicago, and other points not yet determined upon. The impetus under which the retail specialty garment business is advancing may be realized by the construction plans in this time of fabulous wages for labor. The company has lately bought a 12-story building on West 17th street, New York, running back to 18th street—200 feet—frontage, 75 feet, to be used entirely for housing its mail order business. Mr. Boustead continues the head of the display and fixture department, supervising the display and equipment of all the Bedell stores now in operation and to be opened, with competent assistants at all points, in direct charge.

The Brooklyn store is being built on the site of the old Bedell location there, and the house has been out of business in Brooklyn since July. No object, the management figured, in opening up temporarily in a way unworthy of the institution. The new building will have a frontage of 50 feet, with basement and four floors. The company owns the property to the adjacent corner, and next May will start an addition harmonizing with the edifice nearly completed, with 40 feet front, giving 90 feet front altogether on Fulton street. The depth of both will be 75 feet.

We speak henceforth entirely of the building now up. The ceilings are high with an average floor head of 15 feet with a front wholly of glass finished in white terra cotta. The main floor show windows are nine feet high, with prism glass above for 4 feet 6 inches and terra cotta cornice above 5 feet 10 inches, in center of which the name "Bedell" appears.

The show windows are 29 feet of the entire 75 feet depth, being probably a greater proportion than in any other building of the kind on record. Two island windows taper back gradually 17 feet, with an average width of 8 feet. There are long windows at each side, meeting back of island windows at



FIRST FLOOR PLAN OF NEW BEDELL STORE, BROOKLYN.

the main entrance and around an exhibition lobby of very large proportions, whence the visitor will see the merchandisc in all directions, and before she knows it be inside the store through the large revolving door in center, or one of the doors at each side.



VIEW OF FIRST FLOOR OF NEW MOOREHEAD BROS. STORE, INDIANA, PENNSYLVANIA.

Thus it will be seen there are three entrances from the street, which are through vestibules 6 feet wide, leading to the main entrance. The vestibules and inner lobby, with main floor, are tiled. The vestibule at right leads to a side entrance into building, and to stairs taking one to upper floors without going into main floor—but there is a door at left to lead to main floor if desired. There is copper trimming in all main floor windows which will later be all carpeted in gold, with draperies to harmonize. The wooden window fixtures will be of Circassian walnut and the window lighting will be well cared for by 150 X-Ray Reflectors concealed behind prism glass.

The main floor will be devoted entirely to the waist department. Two latest traction type, overhead gear Otis elevators are in rear, center. The only one previously furnished by the elevator people is in the Syracuse store of the Bedell Company. Immediately to the left of elevators is the fitting room, and further on, the wrapping counter, an arrangement which pertains to all the other three

floors. The fixtures, all of Circassian walnut, are 8 feet high all round.

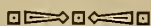
The suits and skirts are on the second floor, where all fixtures are likewise of Circassian walnut, 6 feet 9 inches high. The third floor is devoted to dresses, with a similar arrangement of fixtures. On the fourth floor, which is mainly assigned to coats, there are ladies' lounging and toilet rooms. Throughout the store the carpetings are of the luxurious Wilton of a black and gray Chippendale pattern.

On all floors are electric fixtures of the company's design supplied by the Phoenix Co., of Milwaukee, with special glassware by the Macbeth-Evans Co., of Pittsburgh, also of Bedell design. The ceilings were designed and supplied by the Canton Steel Ceiling Co. Prism glass is at the top of each window. The general manager of the store is Mr. C. Stroh; while Mr. O. F. Cook, formerly in charge of the Bedell Brooklyn windows, continues as display manager.



Window Background Construction

The basic principles of successful background designing and building—Knowledge of proportion, colors, accessories, foliage and ornamentation necessary—A few suggestions for appropriate settings.



By C. J. Nowak.

IN these days of keen business competition merchants throughout the length and breadth of the retail merchandising world concede that the fact that "merchandise well displayed is half sold," and it is also generally agreed that one of the foremost factors in compelling and sales producing displays is the background against which the merchandise is shown. It is on the subject of the window background for display purposes that this article dwells, and in conjunction I present several original creations for the purpose of stimulating new ideas or, should the display man desire, any of the suggestions given here may be adopted to his own show window practically as they appear on these pages.

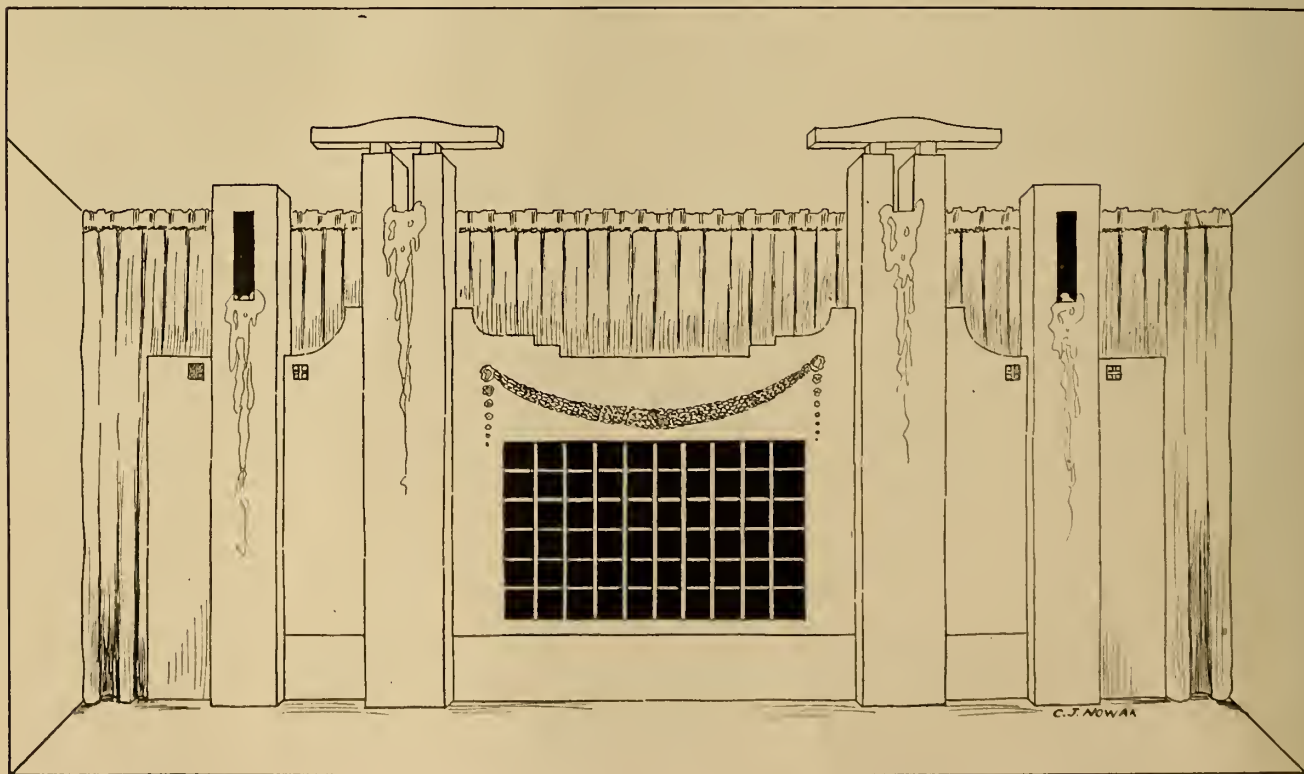
In the creation of ideas, and the building of temporary backgrounds we must choose that design that will be effective, applicable to the require-

ment, and one that lends itself in a practical way to build, so that too great an inroad is not made into the appropriation.

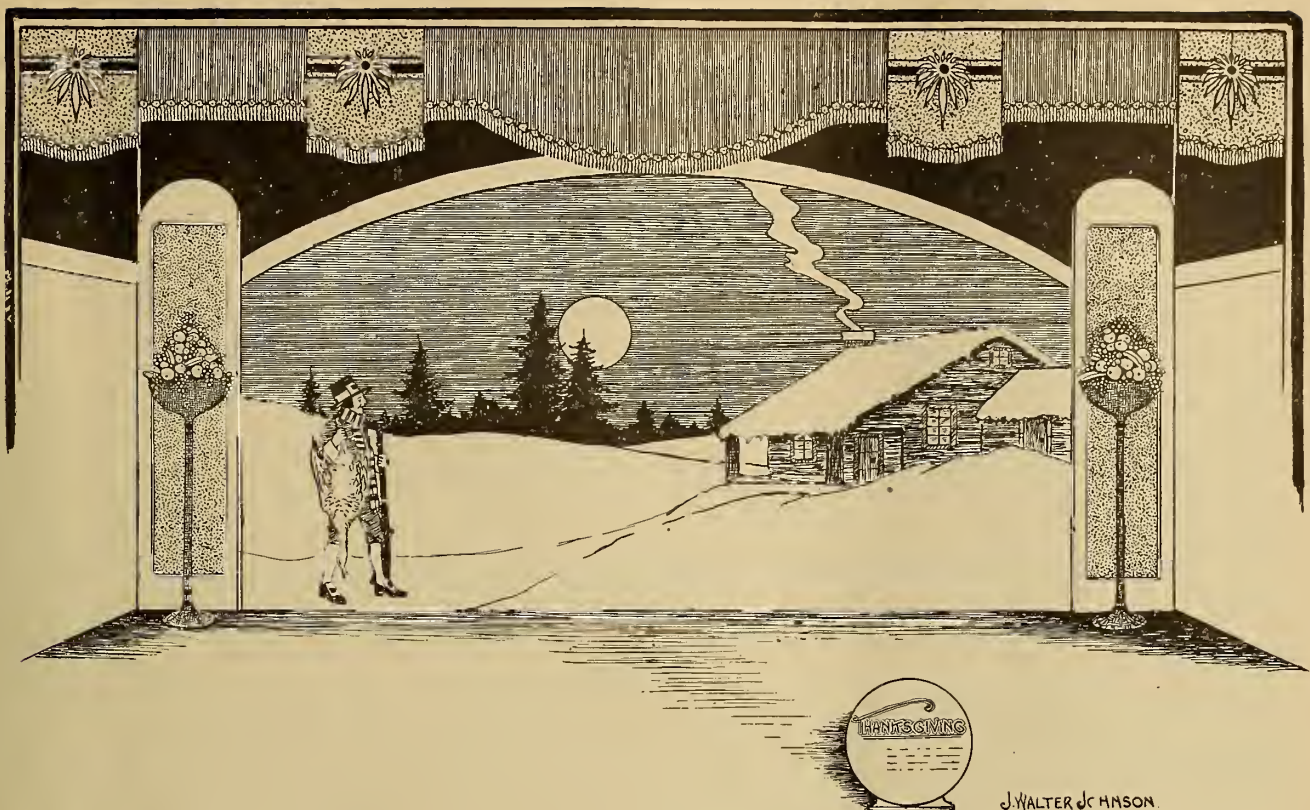
Display men, merchants and manufacturers have been on the lookout for years, for a material that combines many features, such as lightness, small cost, adaptable to all kinds of finishes, that can be easily cut and shaped into desired panels, pillasters, and decorative accessories. The solution to this problem has been met by the introduction of various boards that now abound on the market for this purpose.

A Suitable Design

The next thing of consideration is an idea that will pay the greatest returns. Display men who are persistent readers of trade journals and who make a system of filing away various articles



SUGGESTION FOR SHOW WINDOW BACKGROUND BY C. J. NOWAK, CHICAGO, ILLINOIS.



BACKGROUND SUGGESTION FOR THANKSGIVING BY J. WALTER JOHNSON, POWERS' FURNITURE CO., PORTLAND, ORE.

peculiarly interesting and applicable to their requirements, will find hundreds of ideas that have graced the pages of the *MERCHANTS RECORD AND SHOW WINDOW* alone.

Upon decision of a certain design to be used during a certain month, event or season, color scheme, foliage and ornamentation, visualize the design in the mind's eye and see if any of the details can be improved upon before starting to lay out the work.

A Study of General Line Effects

The most important feature of architecture and true background designing comes under this head, "a study of general line effects," and next in importance is a study of proportions, and a practical knowledge of colors. Each one of these important details will be taken up in this order in future articles and their importance elaborated upon.

The next point that should be considered is, that while a temporary background plays a most important part in our window publicity, care must be ever exercised to have the general motif or style, as well as the color scheme, harmonize with the season of the year, appropriate to any special event, and be suitable for the merchandise that is to be shown in connection with this background.

General Optical Effect

The general optical effect of any window setting should be; 1st, the merchandise should have first

prominence; 2nd, the background should be of secondary attractiveness, but still enhance, strengthen or augment the goods shown. The display man should remember that he is selling merchandise and not backgrounds.

Temporary backgrounds should accord in every sense as to proportion, to the dimensions of the windows in which they are to be placed; a display that has been planned to suit a high ceiling window would fall short in its optical effect if placed in a window that sacrificed height for width, having less height and a great width to be covered. This is where a study of line effects saves the situation for the display man.

Color Effects of the Window

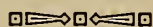
Stores having a series of windows, and the plans are to build a temporary setting for each window the color effects should be of one scheme, as an entire change from one extreme in color to another would be harsh, and distract. Strive for a unity of color harmony.

Choice of Finish, Foliage

With the many different materials on the market no end of effect can be procured. Color oil finish, stencilled effects, fancy, novelty wood grain, and wood veneer paper, as well as burlaps, onyx and marble papers correctly combined with ornaments, with foliage of appropriate seasonableness and color, will show the skill and detail knowledge of the display man to most satisfactory effect.

State Street Notes

Displays of rare beauty and merchandise of exquisite richness make State Street most alluring — Wonderful grouping of colors and silhouette — A. V. Fraser presents most elaborate event in the history of window display.



A NEW fashion epoch with sparkle and brilliancy the prominent notes was brilliantly reflected in the rare creations of delightful variations shown in the display windows of the State street stores during the recent Fall opening. The presentation of fabrics and women's and misses' outer-garmenting was indeed rare in its exquisite materials and startling combinations of color. Never before has merchandise of this richness been displayed so generally, and while merchandise was never so expensive, neither was it so elaborate.

Forming the atmosphere for such elaborateness of fabrics and gowns were settings of unusual attractiveness and beauty and it may, perhaps, be said authoritatively that just as the merchandise dis-

played surpassed any previous showing, so did the backgrounds and general settings present something superior to those of previous Fall openings—which is extremely complimentary when referring to the renowned State street displays of previous years.

The attempts of the designers to show to the public the mysterious costume plots developed during the past few months were unusually successful as manifested in the rich, beautiful, "shocking" creations exhibited at the "fashion review" of this season. Among the favored materials are duvetyn and velvets with brown beige, dark green and black the popular color selections; Parisian models with metal brocades and weighted with furs and creations strong with the leather influences. Deep



ONE OF A. V. FRASER'S BEAUTIFUL WINDOWS AT THE MARSHALL FIELD & CO. STORE, CHICAGO.



A WINDOW OF THE FAIR, CHICAGO, SHOWING BEAUTIFUL EFFECT IN TAPESTRY PANEL. BY CLARENCE HERR.

fur bands on skirts and jackets are not so popular this year, but collars of fur are much in evidence, and there is an influence toward collars coming high up in the back. The long tight-fitting impulse has been discarded and models from Paris and the United States designers show knee length coats belted. Fox, chinchilla, broadtail and sable retain their prominence as the most desirable of furs while fox and beaver are gaining much popularity for trimming.

Blouses are confined to the simple overblouse of beautiful fabric, often with short sleeves and collarless, and the exquisite assemblage of chiffons, laces and metal embroideries. Skirts present a variety of treatments. There is the skirt of velvet and satin, with the extended hip line and narrow at the knee, the tricolette hand-embroidered in long overskirt effect, satin foundations with transparent overskirts of tulles, silk duvetyns and others. There is also those fashioned of handsome homespuns and tweeds, some with stencil-printed panels.

Colors and combinations of color such as never before were seen in fabrics and women's gowns and suits literally bring gasps of amazement with their iridescent splendor. Blues and khakis are everywhere seen, while Pershing orchids are side by side with splendid greens that have struck deep into the fashion desires of the most discerning. Absinthe and champagne—colors—are not outranked in demand or popularity by the other and more startling colors, while "Cathedral" silk, an innovation, is attract-

ing particular attention. Merely a few of the new creations and colors are mentioned here.

Then there are the wonderful settings in the midst of which the magnificent materials are placed. For the most part simple in construction yet marvellously beautiful and artistic in color effect and theme these settings have greatly enhanced the showing of the rich merchandise and proved a perfect vehicle by which the desire to have, and the spirit of the "fashion season," were simultaneously aroused. Words are inadequate in describing the tremendous and marvelously beautiful displays at the Marshall Field & Co. store. Each season of the year brings thousands of people from states far distant to view these window displays of Arthur V. Fraser, director of the display department, and in these thousands are always a number of the country's foremost display managers, artists and architects. Never before has anything so pre-tentious, so beautiful, so correct from an historical point of view been presented even by the famous Fraser himself.

Every architectural period since civilization began and up to about 300 B. C. was interpreted with unusual historical accuracy, and the series of settings presented a remarkably beautiful and authoritative study. A complete school of decorative art was included in the presentation. Words of description would not justify the remarkable architecture and color effects of this complex treatment, but some idea of the beauty and elaborate scale on

which the plan was executed may be gleaned from the illustration shown here. The beautiful decorations of the interior of Marshall Field's also attracted great attention. Most beautiful flowers and foliage of unusual design and rare color effect in massive unique vases and boxes lined either side of the great promenade on the main floor. Visiting display managers pronounced the decorations of Marshall Field & Co. the most beautiful and elaborate yet attempted in the domain of the display profession.

W. A. McCormick who directs the display department at The Boston Store had a most compelling series of displays introducing the use of the new composition board Insulite. This new material was elaborately used by Mr. McCormick whose unusual artistic ability was brought into play through a most beautiful and artistic series of windows. The Insulite board in the backgrounds was given a burlap finish and tinted in shades of green and graduating to light tan at the top, and the general setting presented the Indian astec motif carried out in modern treatment. A great center panel in each window was artistically embellished with a conventional painting. Urns eight feet high, modeled and cast in plaster and painted were used and the floors were in rough flagstone effect. The

crowds in front of these windows indicate that they are as attractive if not more so than the beautiful displays Mr. McCormick had in last Spring.

The windows of The Fair are creating much attention and justly so because Display Manager Herr has designed and placed a most pleasing series of settings with massive tapestry paintings against backgrounds of brown plush drapes. Large placques with black body and elaborately designed in rich colorings prove a most pleasing addition and enhance the general effect in no small degree. The floors are covered with rich blue velour and harmonizes pleasingly with the general scheme. All windows facing State street with the exception of the "shoe window"—extreme north window are similarly treated in so far as color scheme is concerned, but in the latter window the big back drape is rich purple. These great tapestries forming prominent part of background presented a novel treatment for State street and proved of more than usual interest.

Just previous to the Fall opening of Carson, Pirie Scott's, Mr. Tannehill, director of the decorating department of this big house had every window given over to fabrics with a great variety of style drapes. The merchandise shown was of the rarest richness, and with the perfection of the draping, made what was perhaps the finest set of drapes



DISPLAY BY A. H. KAGEY, DISPLAY MANAGER FOR MANDEL BROS., CHICAGO.



ATTRACTIVE FALL OPENING DISPLAY BY W. A. MCCORMICK, DISPLAY MANAGER FOR THE BOSTON STORE, CHICAGO.

drapes ever exhibited on State street. Nothing elaborate was attempted for his opening windows, but Mr. Tannehill presented displays in keeping with his usual high standard, playing strongly on the merchandise exhibited and injecting only enough decoration to lend the proper atmosphere. Deep grey drapes formed the background while velour of the same tone covered the floor.

Mr. Beaver of The Hub, had some exceptionally attractive windows displaying men's and boys' wear.

Blue and gold rugs were used on floor, while the background panels presented a real Autumn atmosphere when used in conjunction with the unique flower boxes filled with artificial flowers and foliage. The sporting goods display, on the Jackson street side drew much attention and was cleverly handled, while the show cards used were of unusual attractiveness.

One may always be assured of seeing something new and beautiful in the displays of Allan H. Kagey, display manager for Mandel Brothers, and his Fall windows were of that artistic nature that has distinguished Mr. Kagey as one of the real artists of the display profession. Rich gold drapes, fringed with large tassels with a great heavy carved door in center formed the background. A great staircase came out to the glass, and original, carved lamps in gold finish suspended from the ceiling.

As usual—the perfection in men's wear displays is found in the windows of M. L. Rothschild where Harry Davis holds sway. "Artistic" does not do justice to the treatment of these windows, but it has long since been agreed that Rothschild's windows were accepted as the criterion in men's wear

displays. Beautiful scenics form the background and a most artistic handling of artificial flowers is noticed. The arrangement of merchandise is most interesting in its simplicity.



Beautiful Displays by H. H. Tarrasch

THE Fall Exposition displays at Stix, Baer & Fuller store, St. Louis, Mo., designed and arranged by H. H. Tarrasch, display manager, have created a mild sensation in the Mound City and have already attracted the attention of display artists from many states. The settings, an interpretation of the Chinese art, are most beautiful in color harmony and simplicity, and seldom, if ever, has the St. Louis public been presented with a more artistic or richer set of windows. The color schemes were purple, blue and lavender and jade green and grey velour, with the figures in woodwork presenting a porcelaine effect. The furniture was upholstered in colors to match the setting. Several of displays are illustrated on other pages of this issue.



J. C. LA VIERE, display manager for J. P. Allen & Co., Atlanta, Ga., was awarded the first prize of \$50 cash in the "Atlanta Georgian" Fall Fashion Show which was conducted in Atlanta during the first part of September. Mr. La Viere's displays were acclaimed the best ever presented to the Atlanta public. The second prize of \$25 was won by J. P. Bonner, display manager for Chamberlain-Johnson, Du Bose Company, and the third prize of \$15 was awarded to John C. Mackey, display manager for M. Rich & Brothers Company.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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Kansas Association of Display Men

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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October, 1919

Big Country Merchants

THE "Country Gentleman," issue of September 13, under the head of "Big Country Merchants," published an extensive article on the F. Johnson store, Holdredge, Nebraska, where Geo. L. McClellan, of national prominence in the display profession, designs all window and interior decorations in addition to supervising and directing the "Bargain Basement," a department of the Johnson store that is celebrated throughout Southwest Nebraska.

The great importance of the F. Johnson store to the community in which it is located, and the reliability of the organization is well attested in the fact that last year the store sold one-third of a million dollars worth of general merchandise with every indication that the sales of this year will reach well over the half million mark. And this in a town of 3,000 inhabitants located in a country of not more than 15,000 people.

Referring the Frank Johnson's opinions relative to his success and ideas of merchandising The Country Gentleman quotes him as follows:

"There is no secret about it. We work, I and my son are always on the job. We know merchandise and how to buy it and sell it. We know the needs of this community. I was brought up in the old-time school of merchandising, but I realized long ago that a great change has come into the farm life of this Western country. Farmers are prosperous. They have money. They read the big Eastern magazines, they know what the people in the cities are wearing, and they want to wear just as good clothes. They know what sort of goods are being used in the homes of the best people, and they want all of that for themselves. Why shouldn't they have the best?

"They want to buy it in a big store too; and the more that store and its stocks are like the big city stores and their merchandise, the better they like it. The people here know we are good merchants; they have known us personally a good many years and they know they can depend on my word. Spoken or printed, it's all the same—I stand back of it. And they come to us in full confidence, knowing I will treat them right.

"I think too many country storekeepers spend their time scheming to see how much they can get out of the farmer and how little they will have to give back."



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.

Thos. F. Condon, Pensacola, Fla.

Harrp W. Hoile, Johnstown, Pa.

Chas. T. Boyd, Seattle, Wash.

Carl Goettmann, Pittsburgh, Pa.

J. H. Wood, Paris, Texas

C. M. Shrider, Zanesville, Ohio

E. J. Short, Rochester, N. Y.

William G. Bill, New York, N. Y.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Men's Wear Displays

THE fifth edition of the portfolio, "One Hundred Good Displays of Men's Wear," will be off the press in a few days and display men desiring a copy of this book of practical suggestions for displaying men's and boys' clothing and furnishings should send in their orders early, as the heavy sale of the fourth edition forecasts a great demand for the new book. More than one hundred displays are shown, and every character of men's and boys' clothing and furnishings represented. The photographs reproduced are selected from the best displays placed by the country's leading display artists during the past year. In addition to the photographs of men's and boys' apparel are several examples of high class show cards for use in windows where men's or boys' wear is displayed.

"One Hundred Good Displays of Men's Wear" will be prepaid to any address in United States or Canada on receipt of one dollar.



MERCHANTS will find it to their advantage to follow closely the series of articles "Better Lighting for Better Business," the first of which is to be found on pages 15-20 of this issue. Thomas F. Chantler of The Society for Electrical Development Inc. will prepare the series.



Get Your Order In

THE demand for display fixtures, store equipment and decorations continues to outrun the supply. Practically all manufacturers are far behind with their orders and there is no evidence that this condition will not continue for many months. Evidence of the situation that exists is contained in a letter from a big store to a Chicago fixture house. The letter contained a big order for display fixtures. Attached was the following note:

"This order has been made up from the latest catalog of yours we have seen. If you have issued a more recent catalog or your prices have advanced, ship the goods at the earliest possible moment and bill at your present prices. We have to have these fixtures, so put the order to work at once without further correspondence. Substitute if necessary."

This merchant realizes what the situation is in the fixture field. He appreciates how busy manufacturers are, knows that shopping around to save a few dollars only means delay and nothing gained.

Another firm that is just completing a big, new store started out several months ago to get prices on a full equipment of fixtures. Immediate acceptance prices were obtained from several houses but the buyer thought he could do better and delayed placing his order pending more or less lengthly correspondence. He had to come back to the dealers

from whom he had got the first prices but found that on many items there had been an advance of from 25 per cent to 50 per cent. Furthermore he found that he will have to wait for several months for much of the equipment and as a consequence the store had to open without enough fixtures to show merchandise properly. Similar instances are happening among fixture dealers every day.

If you will need fixtures or equipment during the next year and expect to get them when they are wanted, place your order now. Do not wait until you have to have them before placing your order. Prices are not going down in the near future. They are more likely to be higher than lower. Anticipate your needs and get in your order now for the equipment you will need next fall.

Our Service Department

To help our readers we have arranged to act as a clearing house for information concerning store equipment of every description. If you are preparing to buy store or display equipment, decorations, etc., and require any information on these subjects, we will be glad to supply it.

The following list covers a variety of subjects. Check the subjects in which you are interested and send us the form. We will see that you receive all available information covering the questions asked:

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Advertising Service
Outside Show Cases.....	Metal Furniture.....
Show Cases.....	Shelving
Clothing Cabinets.....	Counters
Bargain Tables.....	Wood Display Fixtures....
Store Seating.....	Metal Display Fixtures....
Lace Racks.....	Wax Figures
Rug Racks.....	Papier Mache Forms.....
Curtain Racks.....	Electric Signs.....
Backgrounds, Ornamental...	Window Lighting.....
Backgrounds, Hardwood...	Show Case Lighting.....
Cash Carriers.....	Artificial Flowers.....
Package Carriers.....	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks.....	Air Brushes.....
Advertising Illustrations ...	Store Designing.....

Write in names of subjects not listed.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

.....

.....

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

IT has been many months since anything was said in these columns on the subject of music pen lettering, and since this pen ranks second to none in the making of small cards it may not be amiss to go into the subject again.

Let me tell you, that to learn to manipulate the music pen as I have, in making the small lower case alphabet, means that you will have taken the surest means there is to master the single stroke Roman brush style of lettering.

First the pen itself—choose a make that has a “velvet feel” on the paper—not a style that seems to “cut in.” The colors: Fluid inks are no good—neither are heavy gummy opaque colors. David's black letterine diluted with water may be used or Higgin's Eternal Black, with a little black letterine added is better—say a teaspoonful letterine to about nine of eternal. Keep in an ounce screw-top jar. Don't mix much at a time—it molds. Opaque show-card colors must be diluted and kept well stirred. After diluting and stirring well, make a few letters and let dry thoroughly in order to see if the color will rub. If it does add about four drops of mucilage and stir well.

The alphabet shown here is reproduced in same size as it was made. One thing stands out clearly—a heavy line never quite comes to the base line. If it does when spurred or connected as at bottom of “V” strokes in center of third line you will find your finished letters will run below the base line.

The sole trick in mastering the pen may safely be said to lay in, (1) making a hair line, (2) making a given perpendicular stroke as in “l” of the same width from top to bottom, (3) making right and left curved strokes as in “o” or as shown near end of second line.

The first is easy. In the second no simpler explanation can be given than to go back to eighth grade school days, when the teacher was trying to

make us find the hypotenuse of a triangle, the base and perpendicular being given. We didn't know what a hypo was and cared less. In using the pen my paper is always held at an angle of fifty degrees from horizontal position—measured by the protractor.

Sitting squarely facing the desk my right forearm forms a triangle with the line of lettering. My hand is set firmly on the paper at the ball of hand, all fingers playing free from paper, except a very light touch on the little finger. Now you are going to fall down on a uniform down stroke for this reason.

We are making a down stroke three-fourths inch long. The pen is dipped in ink. Top and base lines ruled. The distance from my pen point in lettering position to ball of hand is five inches. Now when the hand does not move it follows that to the base line is four-and-one-fourth inches. If you will figure the distance from the ball of my hand to tip of pen at the beginning and end of this vertical stroke as the base of a triangle and then build up an imaginary perpendicular from the ball of my hand you will readily see that the hypotenuse of a triangle with the same perpendicular is longer on a five-inch base than on four-and-one-fourth. This means then, that as we get our pressure (determined by width of stroke we desire to make) on pen at the top before starting down that, two things must happen with ball of hand immovable. Either your stroke is going to be heavier as you go down (and it will be for some weeks) or the pressure on pen must be graduated. This is impossible on a straight line.

What then is the solution. This and this only. As you attain skill and confidence, try and maintain the very same pressure on pen, but as you come down gradually raise the fore part of hand slowly to maintain uniform pressure.

To make the crescent strokes as in “o,” you must

abcdefghijklmnop

qrstuvwxyz € ∞

ilsvwyz ? ! () % \$

Script, Roman, Italic

graduate pressure and it is easy to do this on a curve where impossible on a straight line. Get the pen and color right, then start with pen normal. As you swing around, gradually increase until you reach dead center, then just as gradually decrease until you reach base line.

Some open spaces are shown in alphabet, these together with the top strokes of figures "5" and "7" (not shown) are all that need to be outlined. As skill is attained a classy finish can be put on letters "c," "f," and "s" with a quick, snappy "fly" stroke. For script, Roman and italic the music pen is unequalled. For flowing white it is supreme. For gold bronze ink a beautiful raised effect is had. Italic lettering is simple Roman "tipped" over with a little allowance made in some letters on account of the slanting position.

To use a small red letter on a shoe ticket on coated board is a bugbear—with the music pen and thin red opaque color it is a pleasure. For outlining Roman up to an inch high it will cut a better letter than any other tool.

More on the subject of music pen lettering will be published next month.

This year has been a trying one in Chicago on all letterers. As for myself, I am going to cut my volume of work this month and in the issues to come I will endeavor to show a greater variety of work and work of other fellow workers.

With the permission of the management I will say that I have stored away at my home some three

or four hundred full-sized lithographed music pen alphabets. These are the end of a run I used for demonstrations at conventions in Chicago and Toronto a few years ago. They are too good to burn, but friend wife says that's where they are going if I don't get rid of them. Readers of these articles who may want them may have them by inclosing a *self-addressed stamped envelope* to the editor, MERCHANTS RECORD AND SHOW WINDOW.

Don't send loose stamp, send an addressed envelope with one-cent stamp attached. I'll furnish the alphabets gratis, folded to insert in same.



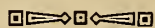
Mr. Katz, at Abraham & Straus, Brooklyn, recently had two fine "portrait windows." Perhaps the best was in honor of Cardinal Mercier, with a large oil portrait of the Cardinal in the corner of the end window, with two beautiful large silk Belgian flags, one at each side, and the Belgian colors shirred along, covering the entire floor. Another similar window, at the time of the Pershing parade, was in place, with a like portrait of the General in the center.



The Rockford, Illinois, Association of Commerce is advocating the adoption of trade acceptances as a medium of exchange in Rockford commerce and the movement has received the hearty endorsement of that city's banks.

Notes from New York

James R. Trewhella withdraws from Best & Company—Manufacturers continue in unprecedented business rush—Simplicity in staged effects the general tendency in New York department stores—Effective windows of Saks & Company—Macey front remodeled—Namm & Son makes extensive improvements.



By F. F. Purdy.

EARLY last month the trade was surprised to learn of the resignation of James R. Trewhella, display manager for Best & Co., after a service with that house of over twenty years. Previous to that he was assistant to Mr. Frankenthal,

that he contemplates going into business for himself outside of the display managers profession there will be general regret at losing him from its councils. He has been succeeded at Best's by his assistant, Arthur Shrader, who returned not long ago from France. Mr. Shrader has named as his assistant George Fink, long associated with Mr. Trewhella, and an alert, intelligent and industrious young man, modest enough to be learning all the time, and who should go ahead in his line. A new addition has been made to the staff in the appointment of John Kolb.

Best & Co. are making numerous improvements, one, a fine balcony around two sides of the main floor, and another in the complete renovation of the second floor of the adjoining building that has been taken over, and which will be devoted entirely to ladies' fine underwear and lingerie. This floor, in decorations, carpeting, fixtures, forms, etc., is all in French gray.

Right after putting in his fine opening season fall windows John H. Beyer, display manager for James McCreary & Co., started off on a week's trip to Chicago, stopping off at one or two leading cities en route. The trip is strictly business. Does this mean that New York is going to Chicago for ideas? Well, nobody, New Yorker or Chicagoan, is big enough to stop learning, and it is getting to be the fashion for representative houses to turn their display managers loose once in a while and get a change of viewpoint. It is a fine idea. Before leaving, Mr. Beyer put in a fine stretch of windows for his fall opening. It was early this year. Half of it—three windows—was devoted to drapes of sumptuous metal brocade, not simply in the form of gowns, but in a wealth of artistic fancy that attracted much attention. The other half was devoted to handsome displays of laces and trimmings that were practically entitled to the name of drapes. In all windows high vases harmonizing with the hues of the merchandise, and the scintillations of silvery or golden flowers added materially to the attraction of the scene.



DRAPE BY HERMAN FRANKENTHAL, B. ALTMAN'S, NEW YORK.

This dress is a new style pompadour for fall wear and was recently shown by Mr. Frankenthal in one of Altman's Fifth avenue windows. The design is a very large bouquet flower in rose, ecru and bluet. The skirt, very narrow, was made of ecru lace and was overdressed with pleats of the same material. Shoulder straps and the large bow in the back were in blue tulle. Bouquets of flowers in the same colors as the silks were arranged on waist and skirt.

when in charge at Staver's. He is a vice-president of the I. A. D. M., elected at the last convention, which he attended. He is a highly respected and valued member of the trade, and if rumors are true

The store of A. Holthausen, of Union Hill, has been enlarged and remodeled to an extent that will give display manager Johansen some 400 or 500 feet of windows to care for. Union Hill is far from Broadway, and may seem to some New Yorkers in the class of Hoboken, but this store is a credit to Union Hill, and puts it on the map, while its display manager is in the forefront of his profession, as attendants at the last convention well know.

The fixture manufacturers are full of business, but there are bright spots. Metal fixtures and forms can be furnished quite promptly, though conditions are nowhere near as good with wax and wood work, which are oversold, and it takes a long time for delivery. Flowers can be readily furnished. Fixture makers have letters and telegrams on their desks, mainly from display managers who gave their orders for auxiliaries for their fall openings—in ample season, compared with other years—but too late to get it when they wanted it.

Generally the fall openings have been those of

separate departments—seriatim—when it was necessary, to best stimulate trade to fix public attention on one line at a time. But now, when there is such a strong demand for merchandise of all kinds, and it is more a question of merchandise than sales plans, there is a tendency to run one strong fall opening for the whole store. Most departments in our large stores have this year been practically doubling their average sales, speaking from the standpoint of money value.

The Pershing parade here September 10 probably marks the closing of an epoch of parades, with show windows and store fronts decorated to correspond, that began with the entry of America into the war. The display managers of New York, in furthering the five Liberty loan campaigns, food conservation campaigns, United War Work drives, and welcoming returned heroes, division after division, have added an enthusiasm and lent a point to each affair that will long be remembered. The display of flags over the Fifth avenue department and specialty



PLATE NO. 1056. DISPLAY BY WILLIAM G. BILL FOR HECHT BROTHERS, NEW YORK, N. Y.

The background of this attractive display of men's clothing was cut from composition board. The circle cut-out in the center was carried out in a blue and gold effect, while the panel itself was finished in marble effect done in orange, turquoise blue, and gold. Large fox-tail sprays in orange and yellow colorings were fastened on the

top of the panel, and a large vase filled with the same flower was placed at one side of panel, having as a background a drape of green velvet. The display, in addition to having attracted much attention greatly increased the sales in the men's suits department. Gloves, canes and scarves were used as accessories.



OPENING DISPLAY BY H. H. TARRASCH FOR STIX, BAER & FULLER, ST. LOUIS, MISSOURI.

stores, and on their fronts, was general. Altman's had a fine showing, and a raised platform in front held a large number of their employes, so that upon it and in the windows, all the hundreds of the Altman staff were accommodated so they could see the parade. At Franklin Simon & Co.'s, the first division flag, 12 by 20, was prominent. Five American flags were used, of same size, draped with green garlands, and carrying a bronze bust of General Pershing in center of each. Three other 3-foot Pershing shields were used. A great spread eagle hovered over the central Pershing bust. Two American flags, 12 by 20, were flung from poles.

The General went to Philadelphia Sept. 12, two days later. The Knights Templar had been holding their triennial conclave there, and on Sept. 11 there was a great Philadelphia industrial parade, to show the 33,000 visitors the extent of the city's industries, and how it pleases its citizens to call itself "the workshop of the world." The department stores and their windows were arrayed first for the Knights and for this parade, and held over for the Pershing parade, and the eclat of his visit. Mr. Koerber, at Strawbridge & Clothier's, had the most elaborate window and store front. The Pershing window was a beauty, with a large portrait in center, flanked by stands of flags, then by high

vases, filled with huge bouquets of roses. The store front was specially in honor of the Knights Templar. The words "Welcome Templars" were emblazoned high in center of front, with a red cross between the words. The Ninth street corner of the Gimbel store bore a great electric sign of "Welcome." General Pershing could give the city less than three hours, but a part of that was spent at the Wanamaker store, where he had an appointment to make formal presentation of the colors to the Wanamaker cadets, a function he doubtless valued because of the privilege of giving a lesson of inspiration and loyalty to youth.

Charles F. Wendel, display manager for the J. L. Hudson Co., Detroit, was a visitor here for a few days last month. Among other things, he was looking for two or three good New York assistants. Mr. Wendel is chairman of the program committee for the next national convention, to be held in Detroit, and is evidently at work early at this task, for while here he was seeking to make arrangements to have Mr. Frankenthal go out and act as judge of some of the work to be entered in the various contests.

There is no Promenade du Toilettés at Gimbel's this season, following the manifest trend. Expensive staged effects have passed for the time being



A FEW OF THE OVER 100 STUDENTS AT THE KOESTER SCHOOL IN JULY

This was the largest class ever in attendance at the school and was made possible because of the greatly enlarged quarters of the school and through the use of additional instructors.

The equipment of the enlarged quarters was completed two weeks ago with the installation of two more show windows. This makes an installation of 12 complete and permanent show windows and 6 temporary or movable windows.

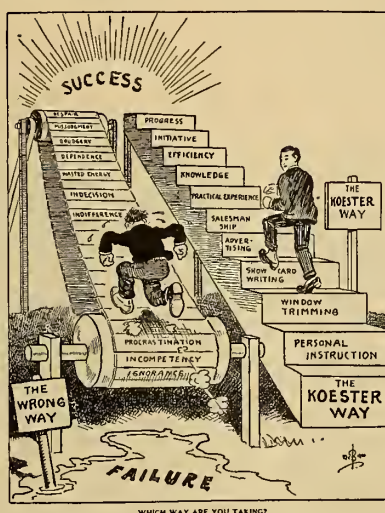
Get Started Right This Year

This year is in many respects the beginning of a new era—it is your chance to turn over a new leaf and get started right for bigger and better things.

There will be an unprecedented demand for trained men. These are the men that get the real salaries. Decide now to get in this class. It can be done by spending only from 4 to 8 weeks at the Koester School. This has been the experience of over 9,000 of our graduates over a period of 15 years.

The returned soldier and

sailor who is dissatisfied with his previous occupation will find that Window Display Advertising and Show Card Writing



ing will give them most attractive and remunerative employment.

The clerk will find that his next step towards advance in salary can be made through knowing how to take care of the Show Windows and Card Writing.

The Display Man who desires a greater salary can take up the study of advertising and

thus make himself just that much more valuable to his employer.

Merchants who hope to have their sons follow in their footsteps should give their boys Koester School training so that they can take care of the store's Show Windows and Advertising. Later on this knowledge will be invaluable when they assume the management of the business.

Only the expertly trained young men and women stand an even show in these days of efficiency, by joining the ranks of Koester trained experts.

Increase Your Earning Power

For nearly fifteen years the Koester School has been putting graduates in the best paid positions in the country. Many of our graduates are now owners of their own stores. Koester training enabled one young man to successfully hold down one of the best Display man's positions in the country.

Another Koester man was soon taken into partnership and is now one of the wealthiest men in his community.

The fine, new 132-page Koester School Year Book and Prospectus is mailed free on request without obligation, and its wonderfully interesting pages should be read by every ambitious young man and woman.

USE THE COUPON

The Koester School

with which is consolidated the Economist Training School of N. Y.
314 South Franklin Street, Chicago

USE THIS COUPON

THE KOESTER SCHOOL

314 S. Franklin St., Chicago

Please send me full information about the course at your school.

Name

Address

Town..... State.....

in our department stores. In fact, the general tendency is in the direction of simplicity rather than of elaboration. The restriction of the supply of merchandise combined with the immense demand makes it unnecessary to give too intense a stimulus to retail business. At the same time the interest of the window displays here is well maintained throughout. Perhaps there is nothing more noteworthy than the exhibits that were recently made of laces and trimmings, with sumptuous drapes covered with them, and the jet and gold lavishly and beautifully shown. Mr. Frankenthal had a full Fifth avenue window stretch of this merchandise in a week of the middle of September at Altman's. Mr. Hopkins had a fine large window in at Gimbel's, showing the cream of the importations just landed from late purchases abroad of the Gimbel buyer. Mr. Beyer had a delicately fine window at McCreary's, with two mahogany pillars surmounted by mahogany beam, in rear, center, with little raised platform between that made an unusually natty and effective fixture for placing of a fan, pair of gloves and other auxiliaries.

Mr. Elder, at Saks Co., has his jewelry fixture in, after an absence of through the summer. It has been re-covered in blue, and its wide platform of little stairs extends back and especially high, with

the high fixtures in champagne and blue rising to take the beaded bags ranging from \$25 to \$100 in price, while the jewelry is closer to the windows. Now, this "jewelry window" of Saks' is an institution. It is always devoted to the same merchandise, and is "and awful puller," with the thousands that pass it daily. This window, with the effective fixtures in a symphony of blue and champagne, made the biggest kind of a selling hit. In fact the testimony of the departments affected is that the business from the windows in novelty jewelry and beaded bags was equal to that of the Christmas season. Not long ago Mr. Elder had a gown in the window which was an exact copy of one Mrs. Wilson bought in Paris. It was of black velvet, trimmed with black velvet streamers. Four of them were sold right out of the window, and two others, all of them at \$100 or over. Saks & Co., by the way, is one of the houses which do not hold special openings, the theory being that it is a specialty house rather than a department store, and that every day is opening day, in the windows.

The windows at Saks' surely receive unusual attention, and an effectiveness is attained in them which is seldom exceeded. Word lately received here from W. F. Brink, formerly display manager, now with the Liebes specialty store, of San Fran-



ANOTHER OPENING WINDOW OF H. H. TARRASCH'S DISPLAY FOR STIX, BAER & FULLER, ST. LOUIS, MO.

FEDERAL ELECTRIC SIGN

DRY GOODS

—12 Months To Pay

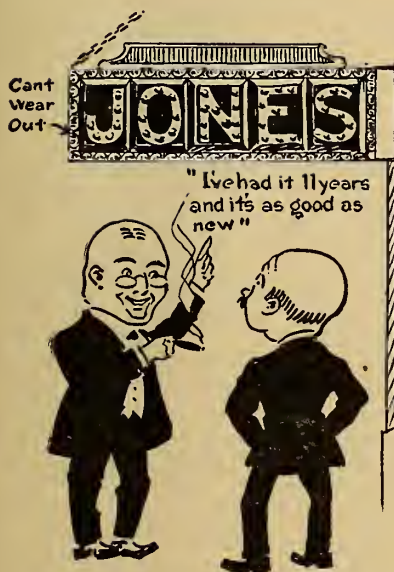
The first payment brings you the sign. You have the 12 months to make the final payments. Pays for itself many times over.

—Wont Rot, Rust or Fade

—Never Needs Painting

Being made of porcelain enameled steel by a special baking process, rain, hail, snow and even fire have no disastrous effect upon the sign at all. It is practically indestructible. An occasional washing is all that is needed to keep it sparkling like new. It is a sign of which you will always be proud, and which will always favorably impress new as well as old customers.

The only expense in operating this sign is a few cents a day for electricity. The clean, white letters stand out plainly and distinctly in the day time as well as night time. It acts as a cheerful salesman inviting customers to trade with you—it attracts them to your store from blocks in each direction. It creates the impression that your store is distinctive. Pays for itself many times over. Give new customers a chance to find you—put a beautiful porcelain enameled steel sign in front of your store. Brighten up for the dark winter days coming. Send coupon for full information—no obligation.



Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing FEDERAL SIGN SYSTEM (ELECTRIC), Lake and Desplaines Sts., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 12-months-to-pay plan

Name.....City.....State.....

Street and No.....Business.....

Store Frontage.....No. of Floors.....

(MRSW-10)



MEN'S WEAR DISPLAY BY W. H. WEISMAN FOR G. M. WILSON, PITTSBURGH, PENNSYLVANIA.

cisco, speaks of his thorough satisfaction with his move and his field of operations, the only drawback being his inability to drop in occasionally to see his friends.

Macey's New Front

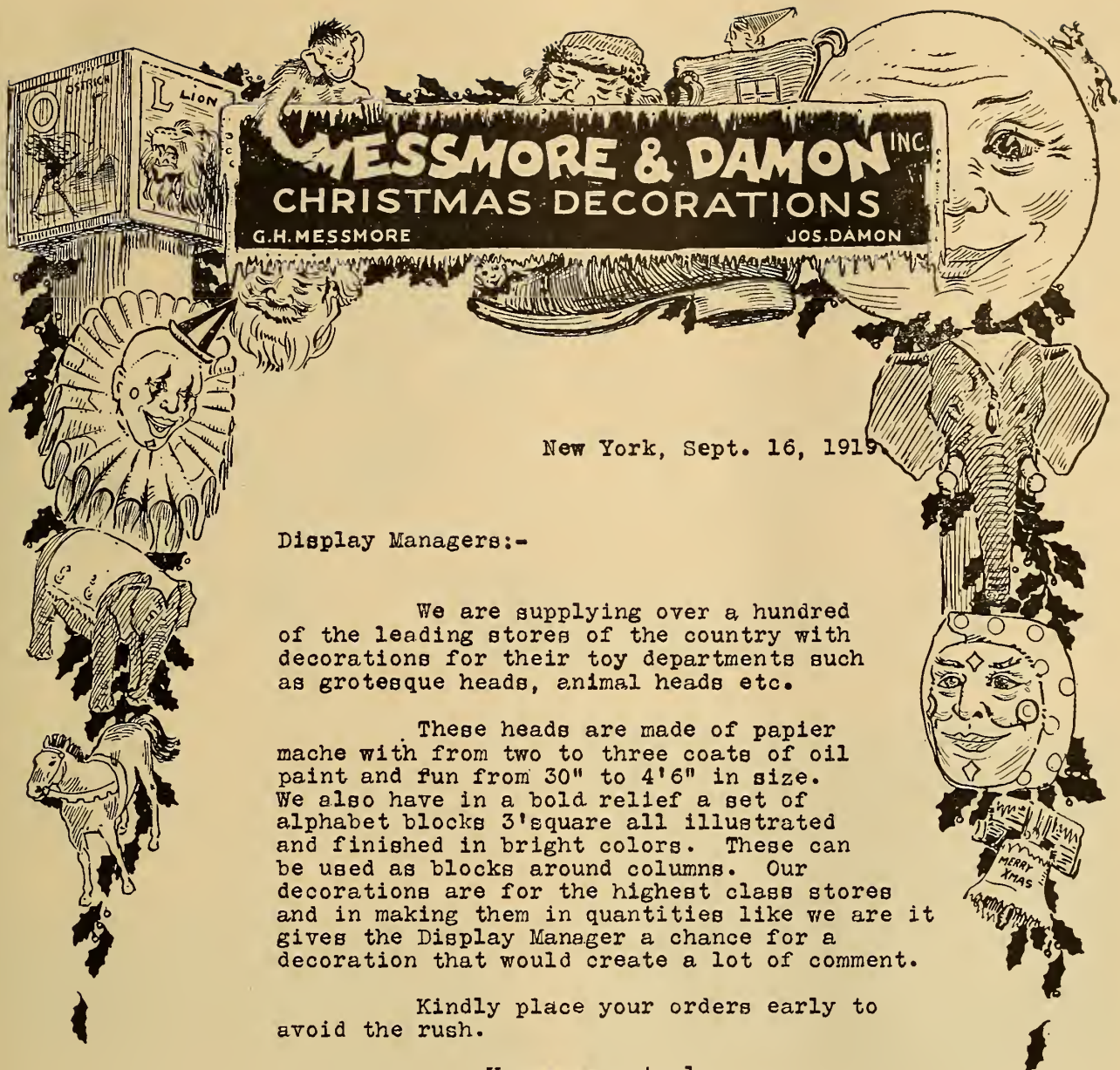
The rearrangement of the Macy front has been completed, thus giving the added room planned for. Mr. Rossiter now has a fine new and larger office for his display department at his former balcony location in front, and he has moved up from the rear balcony. The main entrance is in the center of the Broadway front. The entrance south of it, on Broadway, is no more, and has been completely closed, a window going in its place, while the former entrance area has been added to the store, doing away with the side windows flanking the arcade entrance. The exit to 34th street has been much widened and a basement entrance has been put in at this point.

Arthur N. Waldron, display manager for Frederick Loeser & Co., Brooklyn, with all his serious illness, has come back stronger than ever, say his loyal assistants. And the evidence is in the windows. Mr. Waldron has recovered with the exception of his hearing, but he is assured this will improve gradually, and probably get back to normal. At this writing Mr. Waldron has in a millinery window front, each window being a color symphony. The one at the corner, for instance, is carpeted in French gray; there is a high silver color vase with flowers of same hue; a beautiful silver gray screen at rear; and even silver gray furs lying on the carpet; the hatstands are of same hue, and the contrast is made by the blue hats resting on top of the tall stands—every one blue. The next window had a mauve colored carpet, with harmonizing drapes in rear; the vase was of a deeper harmonizing hue.

The next window was in dark red, starting with carpet; a hat box with hat was lying at bottom, both red; the dress of feminine model resting in chair corresponded; the hats on the stands all harmonized, and a screen here helped out the effect. A window of golden hue was next, with carpet, stands and background, with gold and black curtains, and same hues in broad ribbon depending from the huge bunch of flowers they bound—hats here also, of course. This front was worked out with consummate care for the millinery opening, and was preceded by a similar artistic showing for laces, trimmings, etc. Displays like these are a credit to Brooklyn and a marked feature of its shopping section.

Namm Takes Over Old Opera House

A. I. Namm & Son have bought the old Grand Opera House, next to their store, and next year will raze it and build an addition of same height as their Livingston street section. Throughout the store improvements have been going on. The first floor has been furnished with new mahogany fixtures throughout. The cloak and suit department on second floor has been completely renovated, and new swivel cases installed, the floor being carpeted in gray. The third floor has been entirely renovated, with new fixtures throughout for the embroidery, fancy goods and upholstery departments. A new department for the sale of artificial flowers for decorative purposes has been put in, which display manager DeVausney welcomes, with an eye to his own end remarking that it will be convenient for him to get what he needs, and make return, instead of sending over to New York. Hugh Saunders, a former member of the staff, has returned from his service with the Marines in the 2d Division on the other side, and is once more at his work in this department.



MESSMORE & DAMON INC.
CHRISTMAS DECORATIONS
 G.H. MESSMORE JOS. DAMON

New York, Sept. 16, 1919

Display Managers:-

We are supplying over a hundred of the leading stores of the country with decorations for their toy departments such as grotesque heads, animal heads etc.

These heads are made of papier mache with from two to three coats of oil paint and run from 30" to 4'6" in size. We also have in a bold relief a set of alphabet blocks 3'square all illustrated and finished in bright colors. These can be used as blocks around columns. Our decorations are for the highest class stores and in making them in quantities like we are it gives the Display Manager a chance for a decoration that would create a lot of comment.

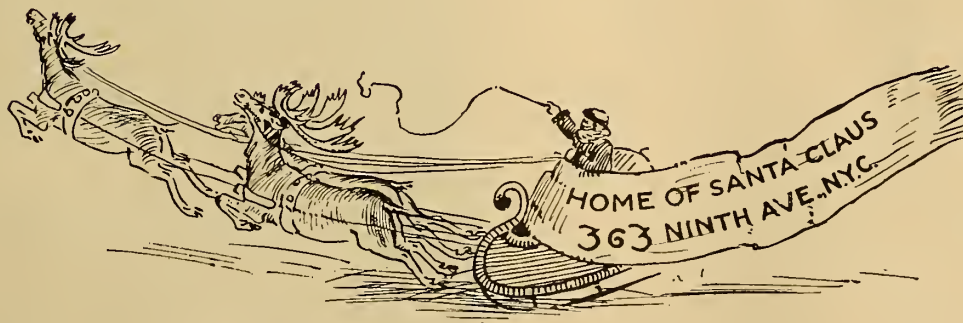
Kindly place your orders early to avoid the rush.

Yours very truly,

MESSMORE & DAMON INC.,

G.H. Messmore

GHM/M



Effective Christmas Decorations

*Inexpensive and novel decorative features arranged for
O. A. Hale & Company, San Jose, California — Showing
great possibilities in use of composition board — Complete
decoration produced in store's display department.*

THIS article, with the accompanying illustrations, gives an idea of the effectiveness of a plan for Christmas decorations as designed and used by H. C. Flesher at the O. A. Hale & Company store, San Jose, California.

The display plan was called "Mother Goose Revue"—and consisted of two dozen Mother Goose "tableaux"—cut out of composition board and painted in gay colors in poster effect with black outline and shadow effects. The advertising manager was the designing artist—and the Mother Goose character pictures were drawn in crayon on



the composition board, making the figures about four feet high. These were cut out with keyhole saws, and cleats tacked on the back to prevent warping. Then the painting was done—and a name plate of composition board six inches deep and four feet long, lettered in Old English style, left no doubt as to which was Cinderella and which the Old Woman in the Shoe.

Besides these, there were five chubby cut-out "heralds" in gay colors—lips pursed up on trumpets that suspended banners with "Mother Goose Revue" plainly lettered. These stood guard at various entrances, placed up on a ledge some five feet high, as were the others. Just above the stairway leading to the toy department a huge goose with outstretched wings bore the famous Mother Goose in apparent spirited flight. Invisible wires suspended this device in an effective manner.

A light well in the center of the store, 25x100 feet, had eight round pillars at intervals round its edges. These were boxed with platforms of composition board covered with holly paper and crowded with all sorts of toys—dolls, wheel goods and the like. From these shelves to the ceiling square columns of composition board measuring eighteen inches each side were painted with pictures and letters to resemble a stack of huge kindergarten blocks. Other 18-inch cubes of composition board were stacked in pyramids on ledges in the main thoroughfares of the store. Familiar names and kindergarten lesson words were spelled in these arrangements. Around the lower edge of the light well—a distance of 250 feet—a frieze effect was produced by a row of cut-out kiddies, four feet high, making a total of thirty-two figures, in a continuous row, with cats and dogs doing funny stunts at in-





ORDER YOUR Xmas Decorations EARLY

Write for Catalog 349

Carl Netschert Estate

12 N. Michigan Ave.

Chicago



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

519-521 N. Halsted St.

CHICAGO, ILL.

BRADFORD—CHICAGO

Show your separate skirts



No. 319
Dressed

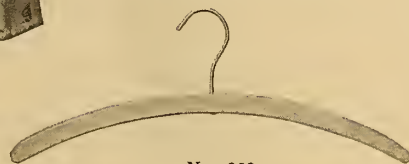
This stand is designed for the especial purpose of displaying separate skirts and petticoats. The spring top holds waist band securely and shows garment to its best advantage.

Complete Stand, Any Metal Finish

\$3.25 EA.

Top Part Only
To Fit 1/2-inch Tube Standard

\$1.50 EA.



No. 269

THIN GARMENT HANGERS BUFFED SMOOTH

- No. 269. Waist Hanger, plain finish, per 100...\$3.85
- No. 269E. Waist Hanger, enameled, per 100.... 8.80
- No. 332. Infant's 12-inch Hanger, plain, per 100 3.30

Prices for 100 Lots Only

I. L. BRADFORD & COMPANY

Fine Display Fixtures and Forms—Send for Catalogue.

178 W. Jackson Blvd.

Medinah Bldg.

CHICAGO

BRADFORD—CHICAGO



CHRISTMAS DECORATIONS OF O. A. HALE'S, SAN JOSE, CALIF. DESIGNED AND ARRANGED BY H. C. FLESHER.

tervals, and every so often a decorated tree in cut-out style. Red bells and strands of red wood fibre roping added bright holiday color and made the display most showy in general effect.

Outside the store, as shown in the accompanying photograph, two colossal soldiers stood guard, 16 feet high, with feet resting on a shelf that apparently was supported by two painted brick columns. On the center of the shelf rested an arrangement of two foot cube blocks, painted with letters to read "Hales for Toys" from the front, and on one side approach "Merry Christmas" and "Happy New Year." Higher up a Christmas tree in flat cut-out effect was brilliantly lighted with 24 watt lamps in colors. All this exterior was made of composition board, painted brightly in oils and varnished, so that they withstood several severe rains without any harm.

The display was a great attraction to the grown-ups as well as the children of the community. The inquiries, "What are you going to do with the

Mother Goose cut-outs?" led to the firm presenting them to various schools on application. Two tableaux were borrowed for a day or two by the State Normal Christmas Kirmess committee, to be featured in a Mother Goose booth.

And then, we observed that several large Eastern stores had displays of somewhat kindred nature, but a comparison of dates absolved us from any question of "copying"—and interested us in the different ways in which the idea had been worked out. The whole trim was produced on the store premises, with the help of two young men who did the sawing and carpenter work and the application of flat colors. The designs and outline work were done by the volunteer designer who is incidentally advertising manager, but who enjoyed thoroughly the work of the "trim." The largest item of expense was the composition board, costing a little over one hundred dollars. Water colors were used for all but outdoor decorations, and very little lumber was required.



Poster Display Fixtures

Beautifully Colored by Hand



No. 240 Waist Form

Shows waists, sweaters, lingerie, furs, etc. Beautifully colored by hand. Variety of pleasing faces. Each \$2.00. Doz. \$22.00.



No. 500 Men's Shirt Form

Head and collar swing aside to allow placing of shirt and tie. Shows goods perfectly. 32 in. high. Each \$2.00. Doz. \$22.00.

Poster Window Settings.

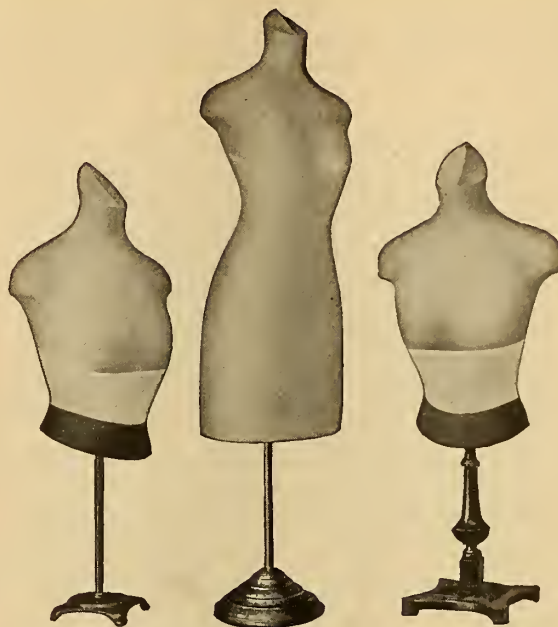
Our poster window settings are wonderfully effective for showing all kinds of merchandise, yet they cost very little. We are specialists in posters designed especially for Window Displays.

Send for Our Special Circulars

Rolla Mount Studios

104 W. Monroe St.

Chicago



Prompt Delivery on Blouse, Costume Men's Coat and Children's FORMS

WE CARRY AN ENORMOUS STOCK & CAN
USUALLY GIVE IMMEDIATE DELIVERY

Latest Shapes—Best Quality

Send for our catalog "E" of Forms, Metal Fixtures, Racks, Hangers, Valance, etc.

Ask us for circular of beautiful Velour Window Rugs, showing actual colors.

We also have Catalog "GG" of Glass Fixtures; also Catalog "R" of beautiful Wicker Fixtures.

Window Valance

We carry a very large stock for immediate delivery

Send for Samples

Visit Our Beautiful Show Room

The Hecht Fixture Co.

Medinah Building, Wells St. at Jackson Blvd.
CHICAGO

NEW YORK SHOW ROOM
65-67 East 12th Street
Between Broadway and 4th Avenue

I saw it in the October "Merchants Record"—Page 49

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical Graduates Enthusiastic

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

Don't Doubt—Ask for Proof! Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

"Where Originality Counts"

L. S. STRONG, President and Instructor
1050 D.S.L. Bldg. Detroit, Mich., U. S. A.

International Association

— of —

Display Men

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Second Vice President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best & Co., New York City.

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Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

*An Educational
and Business Organization*

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SAMUEL R. WEISS, Chairman, Chicago, Illinois.

Big Strides in I. A. D. M. Membership

THE membership of the International Association of Display Men is increasing with surprising rapidity, and it is safe to predict that the slogans of the past two years will have been fulfilled when the next meeting of the I. A. D. M. is called to order in Detroit next July. While we experienced a most gratifying addition to our roster during the period beginning July 1918 and ending with the closing date of the recent convention at Hotel Sherman, Chicago, on July 17, the interest manifested through applications for membership since has surpassed the most optimistic expectations. The power of the Association has manifested itself, and the lesson of its importance in the world of retail merchandising is rapidly being learned by the merchant.

Now that we have succeeded in bringing the merchant to a realization of the tremendous benefits of successful window display let us show him why it is to his advantage to have his display manager affiliated with the I. A. D. M. and thus derive the benefits at the disposal of every member. The most successful display managers in this country and in Canada are members of the I. A. D. M. and travel thousands of miles each year to be present at and absorb knowledge from the annual convention of this body. If these men of national and international prominence want and need the Association's benefits, then a wealth of knowledge by which to progress awaits the "ordinary" display man not yet a member.

Every member of the I. A. D. M. should appoint himself a member of a "big brother committee" whereby he will make possible the advancement of a fellow displayman through the latter's affiliation with the I. A. D. M. Let us begin the big drive now.

E. Dudley Pierce,
President, I. A. D. M.

Objects to Class 37 Winner

I HAVE received an unsigned communication from one claiming affiliation with the I. A. D. M. stating that the sketch which was awarded 1st prize in Class 37 of the recent I. A. D. M. contest was not original as called for by the rules governing entries in this class.

Since the party has neglected to sign his name it is necessary for me to reply through the columns of our Official Organ. As President, it was my duty to select and appoint judges of contest photographs and in so doing I devoted many hours in an effort to secure the most competent men for this particular work, and without the semblance of boastfulness I feel that in my selection the contest photographs were judged by the most reliable and efficient board that has ever served in a similar capacity. While the rules do specify that the sketches entered in Class 37 be original, it is to be expected that in some cases the ideas presented were perhaps developments of ideas presented through some other sketch, display or decoration, and it is only reasonable to agree that all ideas obtained originally in this way and treated in a manner hitherto not seen could be fairly eligible for consideration. Again, it would perhaps be almost impossible to find judges who have already seen every sketch, and photograph published in the many magazines, and trade journals.

E. Dudley Pierce,
President, I. A. D. M.



Detroit Men Meet

THE Detroit Display Men's Association convened at a get-together meeting on the evening of Friday, September 12, at which time plans for the 1920 I. A. D. M. convention were discussed. At this early date the Detroit men have already accomplished much, and will continue to be active until

This Stand on Your Counter

will sell enough neckwear and collars in one week to pay you back your investment. Every man who enters your store can see at a glance the effect he can obtain by buying the cravat shown and the latest style collar (soft or laundered).

KLEE DISPLAY FIXTURE CO.

ROCHESTER, N. Y.



Any color, Oak or Mahogany Finish.

Ask to have a copy of our new catalog.

Goodform

TRADE MARK

Whenever you get window fixtures insist on the kind. The *Goodform* name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—367 W. Adams St.

Palmenberg EST. 1853 *Norwich* EST. 1879 *Kindlmann* EST. 1887



MODEL 15P/D

Our present efforts in wax figures leaves nothing now to be required.

Write for our catalogs, photographs, advertising, or, what is better still, come in person.



J. R. PALMENBERG'S SONS INC.

NEW YORK
63-65 West 36th St.

BOSTON
26 Kingston St.

CHICAGO
204 W. Jackson

BALTIMORE
108 W. Baltimore St.

the I. A. D. M.'s greatest convention will have become a matter of history. The list of display men of the Michigan metropolis has been augmented by the affiliation of two recognized display artists with the Detroit local. They are Roy H. Heimbach, formerly of Clarke Bros. Stores, Scranton, Pa., now of Detroit; and A. A. Hansen, display manager for F. G. Clayton Company, Detroit. Mr. Hanson was recently with Werner & Werner, St. Louis.



C. A. F. Smith Grand Prize Winner

IN the I. A. D. M. convention report, printed in the August *MERCHANTS RECORD AND SHOW WINDOW*, it was stated in accordance with the secretary's official report that the Grand Prize in the I. A. D. M. contest was won by Raymond T. Whitnah, display manager for Crosby Bros., Topeka, Kansas. After



C. A. F. SMITH, GRAND PRIZE WINNER

a careful check of all contest entries and prize winners, the new secretary, T. Guy Duey, Grand Rapids, Michigan, finds that errors had been made in listing points which resulted in the awarding of the cup to the Topeka display man, whereas the real winner of the valuable trophy should have been announced as C. A. F. Smith, display manager for Pegues-Wright Dry Goods Company, Hutchinson, Kansas. The corrected report of points now gives Mr. Smith an undisputed claim to the Grand Prize for 1919 with 230 points.

The revision of distribution of points in the various classes of the contest also determines the Grand Rapids Display Men's Association as the winner of the Club Cup, awarded each year to the affiliated branch association winning the greatest number of points. The Grand Rapids Association won with 290 points to its credit, while the Kansas Association of Display Men was second with 260 credits.

Who's Who in the Profession

Henry A. Remillard

McAuslan & Wakelin, Holyoke, Mass.

HENRY A. REMILLARD began his career in the retail merchandising world more than eighteen years ago and his first contact with window display work was in a department store of moderate size, with limited equipment and prac-



HENRY A. REMILLARD

tically no appropriation for the decorating department. However, the store offered splendid opportunities to study merchandise and secure an insight to the business management.

With the experience thus gained as a foundation Mr. Remillard set about to progress in the profession along business lines, always aiming to create displays with selling power, and putting achievements to test at every possible opportunity. During the period of eighteen years engaged in the field of merchandising, Mr. Remillard has experienced many developments in the display profession and has himself contributed a number of innovations and developments.

Mr. Remillard is recognized as one of the leading display artists in the country, not only in the displaying of the various lines of merchandise and the developing of color harmony, but in designing and constructing show window backgrounds which in all cases he performs without outside assistance. He has been unusually successful in window display competitions, having been awarded among many prizes a number of the most valuable given in such contests. Mr. Remillard is a strong advocate of membership in the International Association of Display Men and has been unusually active in association affairs.

Decorative Greens



Prepared Beech Sprays

All of our Greens, whether natural or prepared, are selected with the greatest care and they will be found remarkably satisfactory for window or store decorations. Try them in your Fall and Holiday Displays.

Natural and Prepared

Prepared Beach Sprays—Red, Green or Brown, packed in cases of 100 sprays; per case.....	\$ 8.00
Prepared Oak Sprays—Red, Green or Brown, selected stock packed in cases of 100 sprays, per case	10.00
Dyed Sheet Moss—In bags containing 11 pounds, per bag	4.00
Natural Wild Smilax, 50-lb. cases.....	4.50
Needle Pines, per 100	8.00
Magnolia Foliage, 60-lb. cases	4.50
Sabel Palm Leaves, per 100	4.00
Chamerop Palm Crowns, per dozen	2.50
Spanish Grey Moss, 20 lbs. to bag	2.00

Liberal Discount on large orders. All orders filled promptly
F. O. B. Evergreen, by express.

THE RUMBLEY CO., Evergreen, Ala.



Humanized Wax Figures

You will notice the difference between Feldman Figures and others the moment you see them.

Feldman Figures have a style and distinction that place them in a class of their own—they are the aristocrats of wax figures and they show off the handsomest gown or the simplest house dress with all the grace of the handsomest living model.

These figures are as nearly perfect as the most expert sculptors can make them and each one is finished with exquisite care. They will increase sales wherever they are used.

All Feldman Display Fixtures are as good as Feldman Figures. You will find them handsome in appearance, durable in use and they cost no more than ordinary fixtures.

Send now for our latest circular—It's a good one.

Feldman Fixture Co.

22-26 W. 30th St.

New York

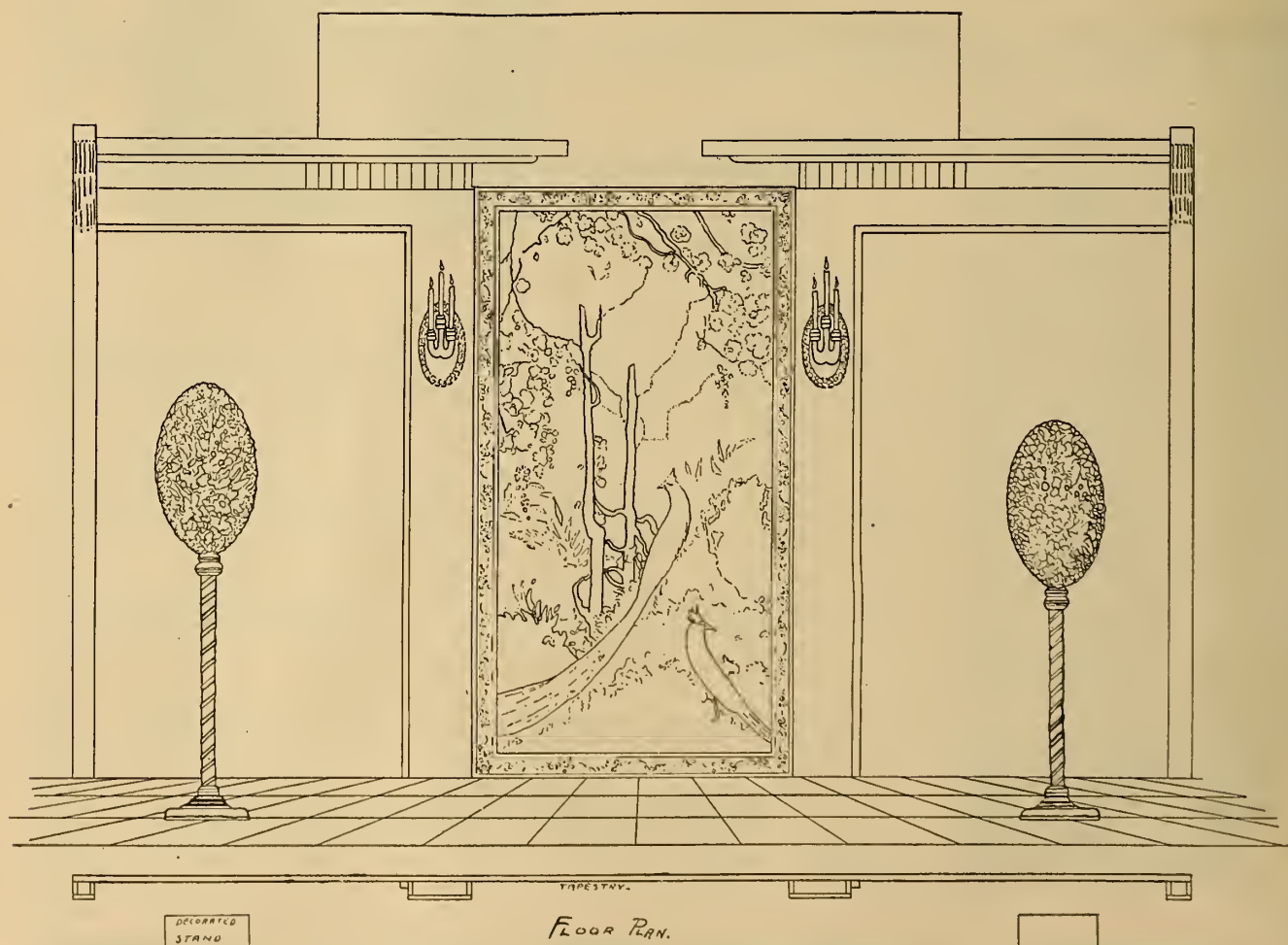
New Series of Cover Designs

THE third series of practical suggestions for window display decorations is inaugurated with this issue and the design reproduced in full color on this month's cover of *MERCHANTS RECORD AND SHOW WINDOW* is the first of the new series which will perhaps be of even more value than the suggestions of the past two years.

In the new series, beginning with this issue, it is planned to present, in addition to original display settings in full color, other distinctive features including store interior decoration and arrangement, unit displays, etc. The designs will be the work of the leading artists in the field and will equal if not surpass the high quality and character of the previous series. The suggestion presented on the front cover of this issue is produced by that eminent artist whose creations have proved so popular with *MERCHANTS RECORD AND SHOW WINDOW* readers during the past two years.

This month's cover presents a modern store front with show window setting in full color, and the soft beauty of it is readily apparent. The

design features the present popular idea of tapestry as a section of the background and does so in a most pleasing manner. The effects to be attained through the use of this decorative piece are varied and beautiful, and its use is rapidly becoming extremely popular with leading display managers. Aside from the tapestry panel, the setting as reproduced may be made of composition board, this versatile material answering for background, mouldings, floor and ornamentations, even to the flower stands shown at either side of the tapestry panel. To be sure, artificial or fresh cut flowers could be used and would naturally further enhance the beauty of the setting. However, cut-outs are used here and aptly brings to view merely one of the various uses of composition board in show window decorations. The painting on tapestry is in perfect harmony with the general color scheme and is adaptable to a great variety of displays as well as being suitable to several seasons and events. The popular block floor effect is shown and lends added strength and beauty to the general setting.



Make your
window the talk
of the town

Our line of

Fall and Christmas Window Decorations

is absolutely unique.

Send for Catalogues

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your
wax figures and flesh enameled display forms.

USED BY LEADING STORES IN EVERY
STATE

**With This Outfit—You Can Clean
and Retouch Your Own Wax Figures**

Producing the same high class (oil
finish) as executed at the factory. COM-
PLETE OUTFIT includes prepared mater-
ials to clean and retouch 100 figures.
Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

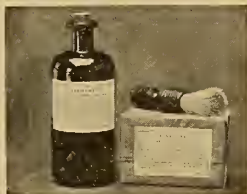


USE NUENAMEL to clean and refinish your
enamel forms the right way. With this com-
plete outfit you can clean and refinish your flesh
enamel forms, producing the same dull finish as
when first purchased.

**SATISFACTION GUARANTEED OR YOUR
MONEY BACK**

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and
refinish flesh enamel forms. No other prepara-
tion will produce the same dull flesh finish.



**IT DOESN'T MATTER HOW BADLY YOUR FLESH
ENAMEL FORMS CRACK, CHIP, OR PEEL OFF**

They can be easily repaired with FLESH ENAMEL
CEMENT and used again for display. FLESH ENAMEL
CEMENT is easy to apply and dries hard to match the
enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not
affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to
fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full
directions with each set. Same as used by leading figure
manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



was one of the many forms of pub-
licity employed to attract the at-
tention of the public, in days gone
by.

Until fifteen years ago, a store
front was never considered a force
in influencing sales—but contrast
that time with the present, when the

Kawneer

STORE FRONT

is playing so vital a part in the
business of today.

Today, the passerby is attracted to
the window by the *appearance* of
the store front.

They have no interest in the estab-
lishment with the indifferent, un-
inviting store front. It holds no
attraction for them.

Consequently they pass on to Jones'
Store with the inviting Kawneer
front.

Send for "Book of Designs"—
it's the start to greater profits.

Kawneer Manufacturing Co.

1802 Front Street

Niles, Mich.



Movements of Display Men

JOHN H. BEYER, display manager for James McCreery & Co., New York City, visited Philadelphia, Pittsburgh and Chicago on a recent trip for his house.

T. J. TWENTYMAN, formerly employed as display manager for the Kerrison Dry Goods Company, Charleston, S. C., is now located at Wheeling, W. Va.

CHARLES F. WENDEL, display manager for J. L. Hudson Co., Detroit, Mich., and chairman of the I. A. D. M. Program Committee, was a visitor to New York during the past month.

HARRY H. Heim, display manager for the Marston Company, San Diego, California, visited the Chicago office of *MERCHANTS RECORD AND SHOW WINDOW* on his way East on a business trip.

FRANK STEPHENS has resigned as assistant to Display Manager A. N. Waldron, Frederick Loeser & Co., Brooklyn, to join the decorating staff of Chas. F. Wendel, display manager for the J. L. Hudson Co., Detroit.

ROY S. JOINER, for nine years display manager and card writer for P. A. Brugh & Son, Hagerstown, Md., is now conducting a window display service in the Cumberland Valley, with headquarters at Hagerstown.

TOM ALLAN, widely and popularly known to men of the display profession, has returned to the Phepps Dodge Mercantile Company, Douglas, Arizona, after an absence from active display work during the past two years.

O. B. LAMB has received his discharge from the U. S. Army and has accepted a position as display manager for the John Moodie Dry Goods Company, Watertown, S. D. Before entering the service he was in charge of the display department at Hentzes' Clothing Company, Watertown, S. D.

JAMES R. TREWHELLA, for years one of the leading display artists of the country, has resigned as director of displays for Best & Company, New York City, and it is rumored that he is soon to enter on a big business venture. His position at Best's will be assumed by Arthur Shrader.

ROSS C. COMINGORE has resigned as display manager for the E. J. Andrews Dry Goods Company, Shenandoah, Ia., to accept a similar post at a leading Grand Island, Nebraska, store.

M. BRANTON, display manager for the John A. Roberts Co., Utica, N. Y., before entering the Canadian army, is back at the old job with the Rochester concern.

A. F. GERARD, formerly employed in Newport News, Va., is now in charge of the window display department at The Goldberg Department Store, Antigo, Wisconsin.

C. A. F. SMITH, formerly of Walker Bros. Dry Goods Company, Salt Lake City, Utah, has accepted the display manager's post at Pegues-Wright Dry Goods Company, Hutchinson, Kansas.

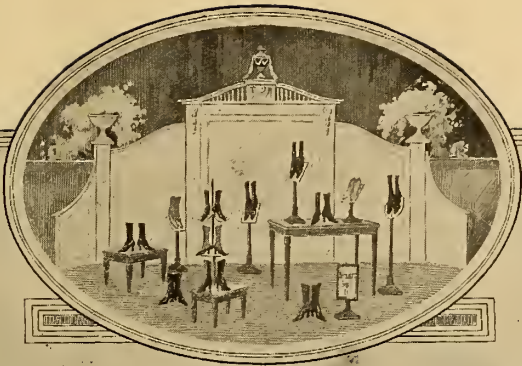
CARL W. HOMBERG is now display manager for The Carlisle Company, Ashtabula, Ohio. He was formerly employed in a similar capacity with the Kespohl & Mohrenstecher Company, Quincy, Ill.

A. A. HANSEN is attracting considerable attention through his displays for the F. G. Clayton Company, Detroit, Mich. Mr. Hansen was formerly display manager for Werner & Werner, St. Louis, Mo.

R. M. MONTGOMERY, for several years in charge of the display department of Sloan-Buchan Co., East Liverpool, Ohio, has resigned to accept a similar post with the Stark Dry Goods Company, Canton, Ohio.

GERALD V. Smith, display manager for The Wright Clothing Company, Albuquerque, N. M., before entering the U. S. Army service, has returned from France and taken charge of the display and advertising departments of the Carter-Houston Dry Goods Company, Plainview, Texas.

MATT C. KIRCHNER has returned from France and is now in charge of the display department for J. R. Newman & Sons, Pittsfield, Mass. Previous to enlisting in the U. S. Army, he was display manager for the Meyers Company, Greensboro, N. C.



SELL YOUR MERCHANDISE



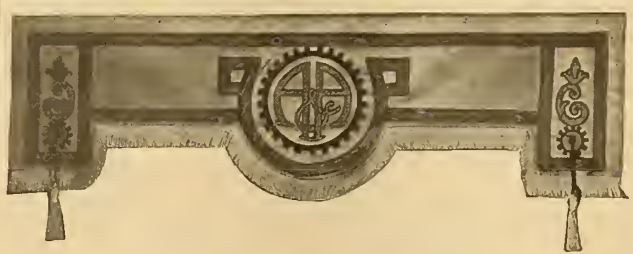
WINDOW DISPLAYS indelibly impress the passerby with the character of the footwear you sell. Your merchandise will be judged—shall it be a vivid, artistic window picture? *The Decorators Supply Company's* Window Fixtures, Relief Decorations and Backgrounds afford you extensive advertising in your community and enable you to draw the profits to your store.

Catalogue G is free, and in addition to illustrating our fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. Our factory is the largest of the kind in the world. You are cordially invited to visit it.

The Decorators Supply Company

Archer Avenue and Lee Street, CHICAGO, U. S. A.

The fixtures shown are of the Adam period, perfect as to detail and finish.



Durable Materials.
Harmonious Color Combination.
Correct Proportions.
Conscientious Workmanship.

These Are the Qualifications of a Practical
Valance

"KICHLER" VALANCES

are designed and built along these lines. Our latest catalogue includes many excellent examples, and your request for a copy of our catalogue incurs no obligation.

Floor Mats
French Drapes

Panels
Velours

The L. A. Kichler Co.

717 Lakeside Av. N. W.

Cleveland, O.

WHATEVER YOU EXPECT AN AIR BRUSH TO DO FOR YOU THE

PAASCHE

Famous 3-in-1
Will Do It Better!

Used Nearly Exclusively by
Displaymen

Air Brushes should be selected
according to your needs

The Paasche Pays
All-Ways
Due to Their

Speed, Durability and
Efficiency



PAASCHE
Model "D"

Is King of Them All
for Most Attractive
Signs, Show Cards
and Window Back-
grounds.

Write Today for
Our New Catalog

Paasche Air Brush Co.

1229 Washington Blvd., CHICAGO



What the PAASCHE Air Brush is doing for thousands of others it will do the same for you.

Hess Holly Cards for 1919

Largest Line—Lowest Prices

Descriptive Matter Ready October 15th.

G. WALLACE HESS

North American Building
Room 1524.

36 So. State St.

CHICAGO, ILL.

For Our Advertisers

Decorations De Luxe

With the remarkable prosperity that has swept the country during the past twelve months, there has arisen an insistent demand for high-class merchandise. This in turn has created a demand for window decorations of a higher quality than have been used before. The retailer generally is now carrying larger and better stocks than he has ever handled before and he realizes that to show off expensive merchandise properly he must use decorations that express quality.

With the view of meeting the demand for decorations of the highest quality, the Botanical Decorating Co., 208 W. Adams St., Chicago, has secured a line that is said to surpass in beauty and richness anything that has heretofore been offered for window decoration.

These decorations are made by expert artists from the finest materials obtainable. They are wonderfully made and exquisitely colored. Naturally these are not low-priced decorations, as they are intended for those who are willing to pay for the best obtainable. However, they are not nearly so expensive as their appearance indicates.

These decorations de luxe have met with a ready sale. They are in keeping with today's demand for "the best" and their appearance in the window more than justifies the price paid for them. The Botanical road salesmen are now out with this new line and will visit all of the principal cities of the United States and Canada.

The splendid interior decorations used for the Autumn Exposition of Marshall Field & Company were all furnished by the Botanical Decorating Co.

Display Forms and Fixtures

In calling attention to the advertisement of David Sobel's Sons on another page of this issue it is safe to say that display men will find it to their advantage to acquaint themselves with the products of this reliable concern, which is one of the oldest form and fixture manufacturing businesses operating today. Until recently this concern was known as the Co-operative Display Fixture Company with offices and factories at 143 Grand street, New York City, the name being recently changed in honor of David Sobel, who established the business more than twenty years ago.

The David Sobel's Sons, formerly Co-operative Display Fixture Company, maintain that by purchasing fixtures through their house a saving of 25 to 35 per cent is realized, principally because practically all sales are made direct, there being no expensive show rooms and no salesmen on the road, the owners supervising the manufacture and sale of the Sobel products. Several thousand feet of floor space has been added to the factory and the business placed on a profit sharing plan. These features, in addition to the recent acquisition of an additional force of artists, should make the David Sobel's Sons factory an extremely busy spot. Write for literature.—David Sobel's Sons, 143 Grand St., New York City.

Handsome Crystal Fixtures

A new line of fluted Colonial pillars of pure crystal glass for showing shoes and other lines of merchandise has just been brought out by Melius & Cowley, 715 Medinah Building, Chicago. Artistically, these fixtures are a great improvement over anything that has yet been offered in glass. They are made by a special process which makes the glass not only smoother and clearer, but much tougher than ordinary glass.

This very pleasing Colonial design is made in a variety of heights and it is an easy matter for the display man to work out a great many pleasing combinations with them in the window. This firm also has a remarkably attractive line of plain square crystal pillars that have proved very popular.

Because of the remarkable growth of this business, the Melius & Cowley Co. has found it necessary to secure greatly enlarged quarters. With this in view the firm has leased the entire top floor of the Medinah Building. The available display space on this floor is approximately 2,000 square feet, which will make it possible to show the Melius & Cowley line and that of the French Wax Figure Co. to the best possible advantage.

The Melius & Cowley Co. has recently issued a number of interesting circulars showing a great variety of practical and attractive display fixtures, some of which are new and novel. These circulars will be sent to any one addressing a request to 715 Medinah Building, Chicago.

A Good Idea

Most of the useful inventions are simple things that make one wonder why they were not thought of before. This applies to the new "Push Button" display form that has recently been put on the market by the Superior Brass and Fixture Co. of Chicago.

Every display man has experienced the difficulty of adjusting the height of a full display form which is held in place by a set screw. This type of adjustment has always been a nuisance which has grown worse as the set screws have become worn from use.

The new form made by the Superior Brass and Fixture Co. eliminates all difficulty of adjustment. As the name implies, it is controlled by a push-button in the base of the standard. The display man simply presses the button with his foot and both hands are left free to raise or lower the form. When the desired height has been reached, the button is released and the form is automatically locked firmly in place. This device not only saves time and effort, but it enables the display man to stand erect so he can judge the proper height of the figure far more accurately than if he were stooping over to twist a set screw.

This form was placed on the market a few months ago and has met with a ready sale. Merchants who have bought one or two forms to try them out have promptly reordered in larger numbers.

This simple device must be used to be appreciated. It will win the endorsement of every display man who has to dress and place forms in the windows or departments of the store. The practical merchant is also quick to see its advantages.

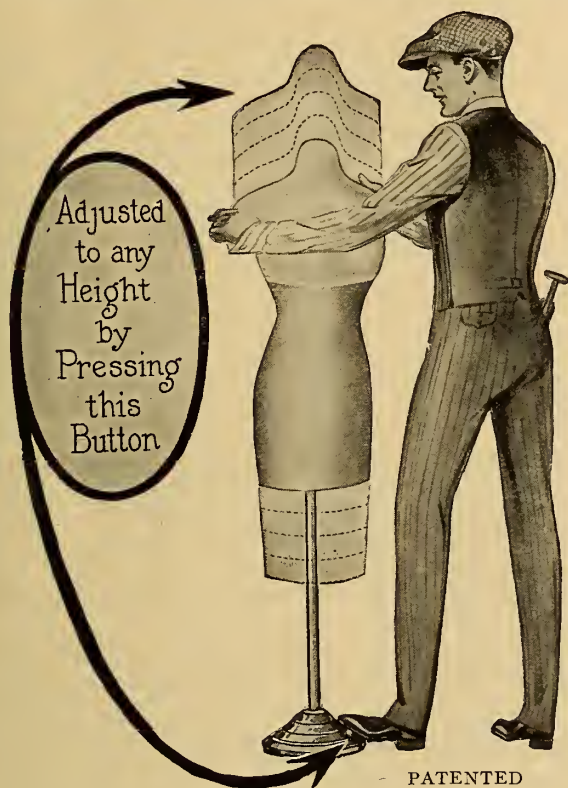
A Book of New Ideas

Adler-Jones Co. has recently issued the holiday edition of "The Guide to Better Window Display," which will be welcomed by thousands of display men and merchants who look forward each season to receiving this practical and instructive treatise of show window and store decoration.

The "Guide" is a big help to any display man, and even the most experienced can get from it many new ideas that will help to make their windows more attractive.

The latest "Guide" shows a splendid line of holiday decorations, including many new ideas that are now presented for the first time. Any display man who is not on the regular mailing list of the Adler-Jones Co. should write for a copy of "The Guide to Better Window Display." The address is Adler-Jones Co., 333 S. Market St., Chicago.

Greatest Improvement Ever Made in FORM CONSTRUCTION



PATENTED

Press the Button with Your Foot

Does away with all Bending.
No set screws to adjust.
No annoyance due to worn threads.
Especially convenient in adjusting
form after it is dressed.

Special October Offer

We want every user of forms to try out this "Presto Form." We therefore make a special introductory offer for October of our Form No. 83-B with very newest body lines, natural flesh color enamel bust and heavy plated nickel or statuary bronze base with Presto adjustment, worth \$24.00, at **\$18⁵⁰**

Specify the Presto-Attachment

on all your forms. We supply them on Wax Figures, Dress Forms, etc., etc. In buying new forms you might just as well have them up-to-date in every respect. This means that you should buy Superior Forms with the Presto Attachment.

Send In a Mail Order Today

The Superior Brass & Fixture Co.

316 W. Jackson Boul., Chicago

Manufacturers of Everything in Store Fixtures



No Worry

bothers the card
writer who puts his
best licks in with

"Perfect Stroke"

Brushes

"Perfect Stroke" brushes save time and enable you to do the work better, because they make a clean, clear-cut stroke, eliminate retouching and smoothing-up process. Try one on OUR recommendation. Money back if not satisfied.

"Perfect Stroke" Brushes and Supplies

are described in detail in our new Catalog No. 5. Sent free upon request.



Bert L. Daily

Advertisers'
Bldg.

Dayton
Ohio



NA-DE-CO

Valances, Panels and Drapery Shades
The artistry of a large staff of experts in window decoration
has made the NA-DE-CO line standard
Write for Catalogue R and sample plushes
NATIONAL DECORATIVE CO., Inc.
Designers and Manufacturers
Valances, Panels and Drapery Shades, Plushes
Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.



Make Your Show Windows Pay Your Rent

Many Sales are made on the Sidewalk

Window Display Fixtures

A Wonderful set of Patented Interchangeable Window Display Fixtures for displaying the Seasons Latest Novelties in Dress Goods to advantage. Set will give 10 Years Good Service in effective trade pulling window trims.

The Fixtures you see above are only a very few of the designs that can be set up with the full set, besides dozens of standard fixtures can be set up.

Made of Oak, either Golden, Antique or Weathered Finish. Set is put up in a Hardwood Hinged Lid Storage Chest, a good place to keep the extra Younts not in use. There are thousands of sets in daily use.

No. 116 Set has 36 Interchangeable Younts For Dress Goods Window Trims, \$27.50

Send for catalog. Established 39 Years. Order direct or thru your Jobber.

The Oscar Onken Co. 3752 Fourth Street Cincinnati, Ohio, U. S. A.

Holiday Decorations

A very handsome line of holiday decorations is shown in the new catalog of the Carl Netschert Estate of Chicago. This firm is one of the oldest and best known in America, specializing in all kinds of artificial floral decorations.

The new Christmas catalog offers a wide range for the display man to select from. It shows flowers, vines, plants, foliage, etc., in great variety and at prices unusually reasonable.

The Carl Netschert decorations have won an enviable reputation among merchants and display men for their high quality and moderate price. It has always been the policy of this house to keep their products up to the highest possible standard of artistic workmanship. Even their most inexpensive items are carefully made and true to nature in coloring and design.

Every display man will do well to go carefully through the catalog of the Carl Netschert Estate before ordering his holiday decorations. Requests for the Christmas catalog should be addressed to No. 12 N. Michigan Ave., Chicago.

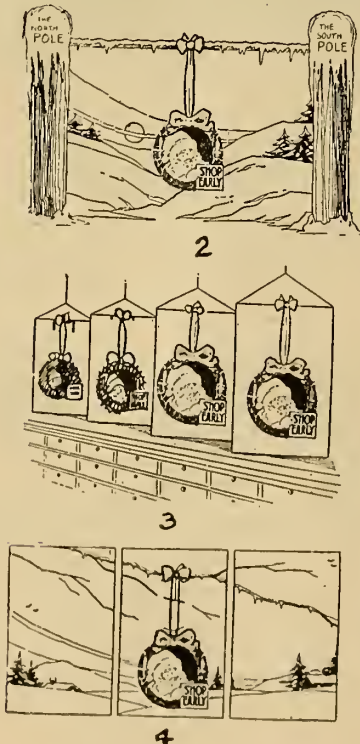


For Christmas Windows

For the coming holiday season the Doty & Scrimgeour Sales Co., 30 Reade St., New York, has got together a remarkably attractive line of decorative papers for show window decoration. These papers cover a wide range of patterns, suitable to the season, from which the display man will have no difficulty in selecting just what is needed to complete any scheme of decoration he may have in mind.

Ornamental papers are now being used more than ever before in the show window and there are several excellent reasons for their popularity. They can be had in practically any desired design; they are easy to apply; look well and cost little. The D. & S. papers are widely used for covering backgrounds, pedestals, plateaux, panels, dividers, etc.

A booklet of samples of generous size, showing the new holiday line, has been prepared for distribution among display men and merchants. It will be sent upon request to anyone who may be interested.



Holiday Posters

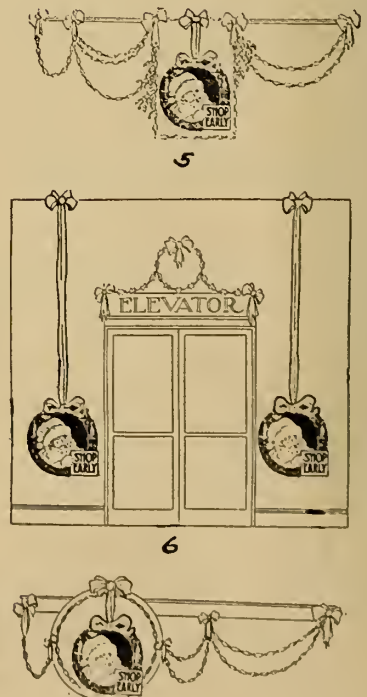
Good posters have a number of advantages to recommend them to the display man as well as to the merchant. They represent attractive subjects that are lithographed in brilliant colors and they are so inexpensive that they can be used profusely, in the windows and all over the store at a comparatively small cost. We know of no other way in which so much of the holiday spirit can be infused into the store decoration for so small a cost as by means of good Christmas posters. Another advantage of the poster lies in the ease with which it can be placed.

A holiday poster that has been designed for the coming season is shown in the middle of the accompanying illustration and a few of the many uses to which it may be put are illustrated by the small sketches at either side.

This big poster is lithographed in three appropriate holiday colors—green, red and black, and is 28x44 inches in size. It shows a jolly faced Santa Claus smiling through a wreath of bright green holly tied with a big bow of red ribbon. There are two extra lengths of the ribbon that can be cut out and pasted together to make a fine pillar decoration or for use as shown in sketch No. 6. In his hand Santa Claus holds a card which can be lettered with any appropriate inscription.

Sketch No. 2 shows the poster cut out and suspended between the two poles. In this sketch a scenic background is suggested but is not necessary. No. 3 shows the poster mounted above the shelving. No. 4 shows the poster cut out and mounted on one of a series of three simple landscape panels that can easily be painted by most display men. In No. 5 is illustrated the poster used as a centerpiece for a window background or wall decoration. No. 6 illustrates how the same poster may be used to brighten up the elevator shaft. In No. 7 the lithograph is mounted on a circle for decorating the background or wall.

These are only a few of the endless ways in which a good poster may be employed. It can also be suspended down the pillars of the store; pasted on bill boards or the side of delivery wagons, etc. Posters of this sort are quite inexpensive, especially when purchased in quantities, and they fit in admirably with flowers, foliage or any other kind of decorations.



Bagging Christmas Business

Just one merchant in a town can secure the exclusive use of these Christmas publicity plans. Check the features you're mostly interested in and send in this coupon at once—before your competitor gets ahead of you. No obligation incurred.

- ☐ Christmas Store News
- ☐ Christmas Movie Slides
- ☐ Christmas Posterettes
- ☐ Christmas Posters
- ☐ Christmas Price Tickets
- ☐ Christmas Folders
- ☐ Christmas Name Plates
- ☐ Christmas Events

Name

City

State MSWO

The Economy Service
231 West 39 St. New York
Affiliated with the
DRY GOODS ECONOMIST



Your Christmas Decorations
should be selected from our line.

**MANY NEW and
NOVEL DESIGNS**

You owe it to yourself to visit our show rooms

Decorative Display Company, Inc.
F. G. SCHMEHL, Pres.

619 Sixth Ave., Room 16 New York



Wm. and Mary Plateaus and Tables

High-grade windows require new Ideas for trimming Tables and Plateaus.

Add that distinctive touch of the Artist.

Send for our latest catalogue of Distinctive fixtures.

THE ONLI-WA FIXTURE CO.

Dayton, Ohio



Dignified Christmas Show Cards

Ready to letter

Sizes: 7x11—11x14—9½x19—14x22

THE LACKNER CO.

108-110 W. 5th St. CINCINNATI, O.
Descriptive folder upon request.



A new, original
and effective paper
for artistic win-
dow decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

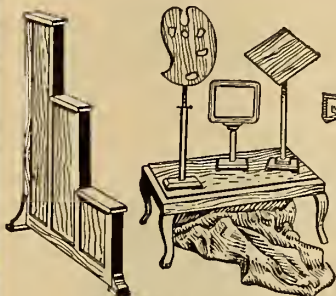
We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Thru Good
Window
Display—
Our Line of
Wood Display
Fixtures Will
Help You

Many Sales Are Made on the Sidewalk
Catalog on Request

The Oscar Onken Co., 3742 West Fourth Street, Cincinnati, O., U.S.A.



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.

Our Catalog of Card Writing Supplies
with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-29 SO. CLARK STREET

CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



ELECTRIC
WELDED

No. 690

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

BACKGROUNDS

and Art Flooring for Show Windows

Prepare your holiday windows now

Artificial Flowers Holiday Greens
Backgrounds Brushes Lettering Pens
Fixtures Card Colors Air Brushes

E. J. BOYLE & BROS.
29 W. Maryland St. Indianapolis, Ind.

EXQUISITE Holiday Decorations

Our line of floral and other decorations for
the approaching season is complete in every
detail and you will find our prices entirely
satisfactory.

Our road salesmen are now out and we will
be glad to have one call upon you. Let us know
if you are interested and we will either have a
salesman call or send you samples.

E. C. DIETZ

Successor to WM. BUHRIG CO.

Established 1899

219 E. 34th St.,

New York City

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

Hand Air Brush Blanks in Display Cards and Price Tickets

PRICES			
2 x 3	6-ply cardboard.....	\$0.12 per dozen	\$ 1.00 per 100
3 1/2 x 5 1/2	8-ply cardboard.....	.20 per dozen	1.50 per 100
5 x 7	8-ply cardboard.....	.65 per dozen	4.50 per 100
7 x 11	8-ply cardboard.....	.75 per dozen	5.50 per 100
11 x 14	8-ply cardboard.....	1.25 per dozen	9.00 per 100
14 x 22	10-ply cardboard.....	2.50 per dozen	18.00 per 100
22 x 28	10-ply cardboard.....	3.50 per dozen	25.00 per 100

Samples 50c. Catalog Free.

APEX SHOW CARD SERVICE
DETROIT, MICH.

179 Shelby St.

Phone Main 3825

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

FOR SALE—Forms with wax heads, \$25.00, in good condition. Rosenbergs, 845—3rd St. Milwaukee, Wis.

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ATTENTION—Card Writers. Designing stencils my specialty. Special offer: Five cut stencils, 11"x14", for \$2.00. Specimen sheets on request. I save you money on all stencils. Will airbrush cards for you at a small cost. Address B. E. Graft, 38 So. Judson St., Gloversville, N. Y.

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DISPLAYMEN—Save your firm money. Big bargain in artificial flowers, have been used but in good condition. Lot contains four five-foot boxes filled with tropical leaves and flowers, fall leaves and sprays, Christmas sprays and flowers and spring flowers. Entire lot worth over \$200. First check for \$50 takes them f. o. b. Dayton. Address George Scott, c/o The Metropolitan Clothes Shop, Dayton, Ohio.

Be a Combination Man

We'll train you in advertising. It won't cost much. Then you can command more money. Write for details.

THE AD SCHOOL

292 Woodward Ave. Detroit, Mich.

For Your Parcel Post

Better than string. Simply moisten and attach like sealing tape. Opens like a "clasp" envelope. Meets all "open mail" requirements. Ask for Free Samples or send \$1.00 for Trial Carton (250) assorted sizes.

D. Twindisk Co. 804 Central Station, St. Louis, Mo.



Fits Any Package Wrapper.



LEARN SHOW CARD WRITING

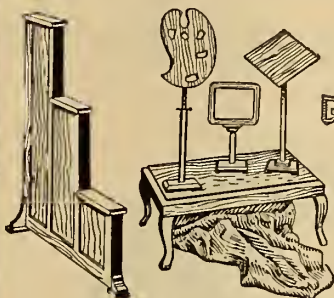
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The Merchant Record Co., Chicago

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MAKE YOUR SHOW WINDOWS PAY YOUR RENT



Thru Good
Window
Display—
Our Line of
Wood Display
Fixtures Will
Help You

Many Sales Are Made on the Sidewalk
Catalog on Request

The Oscar Onken Co., 3742 West Cincinnati, O., U.S.A.
Fourth Street.



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.

Our Catalog of Card Writing Supplies
with 12 Alphabets is Ready for You—

A Post Card Will Do

WALLBRUNN, KLING & CO.

327-29 SO. CLARK STREET

CHICAGO, ILL.

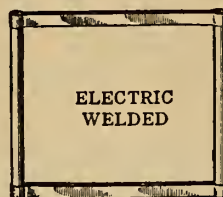
FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

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Fits Any Package Wrapper.



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Decorations Of A Different Kind

This season we are offering decorations that are different from any you have seen. They are truly splendid in color and design.

These are the handsomest decorations we have ever seen and we believe they are the finest that have yet been produced. They are made from the best materials obtainable by artists of the highest skill. Their coloring is exquisite.

We have brought out this new line to meet a demand for the best—the very best that can be produced.

For the display man who wishes something exceedingly rich and exclusive that will give tone to the costliest merchandise, these decorations will meet every requirement.

Our road salesmen are now out and will give you an opportunity to see these remarkable decorations. They are also carrying our regular line, which is splendidly complete for the coming holiday season.

If one of our salesmen does not call upon you regularly drop us a line and we will arrange to have one call.

Whether you are in the market for the finest decorations that can be produced or are looking for something inexpensive but effective, we can supply you to your entire satisfaction.

We have the newest of imported French flowers, the best American products and we also have the best of low-priced decorations. You may be certain that any goods you buy from us are priced to give you values as good or better than will be found in any market.

Write for Our Catalog and Special Circulars

The Botanical Decorating Co.

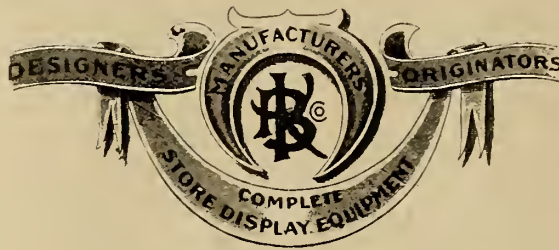
Manufacturers and Importers of Artificial Flowers and Decorations
208 West Adams Street

CHICAGO

Merchants Record and Show Window

November, 1919





Better Displays First

Makes a big difference in your business, doesn't it, whether you're a month behind or a month ahead of the other fellow in working out attractive windows.

Displays of the better kind will always keep you a step ahead of your community or your trade.

We are always developing something new in display equipment, and in using our products give you the opportunity to be the first to utilize these developments that proved so successful for other merchants.

Manufacturers of the Mannequin Product
Display Forms

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Factories

Holyoke, Mass.

525-531 East 15th Street
NEW YORK

Rochester, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLV

NUMBER 5

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Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

*Panama-Pacific Exposition, San Francisco, 1915, Hors Concours
In order to obtain perfect wax figures, see that my signature is
stamped in the wax.*

Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE



MAKE BUYERS OUT OF PASSERSBY

When you are attempting to make an impression you discard the old suit and put on your Sunday clothes. Your windows should be dressed in Sunday "togs" seven days a week.

Perhaps that's one reason you would like to have us send you Hugh Lyons catalogs showing our period display fixtures—fixtures that are differently better.

HUGH LYONS & COMPANY
"MAKE BUYERS OUT OF PASSERSBY"
LANSING - MICHIGAN
NEW YORK SALESROOM CHICAGO SALESROOM
35 W. 32nd. STREET 234 S. FRANKLIN ST.



W. T. GEISSINGER
PATENTEE AND
MANUFACTURER
82 SIXTEENTH AVE.
LONG ISLAND CITY, N. Y.

**MADE IN
U. S. A.**

**NEW YORK'S LATEST SUCCESS
IN
SHOW CARD PRINTING OUTFITS**

**PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER
RUBBER STAMP ALPHABET**

PATENTED
JANUARY 16, 1917

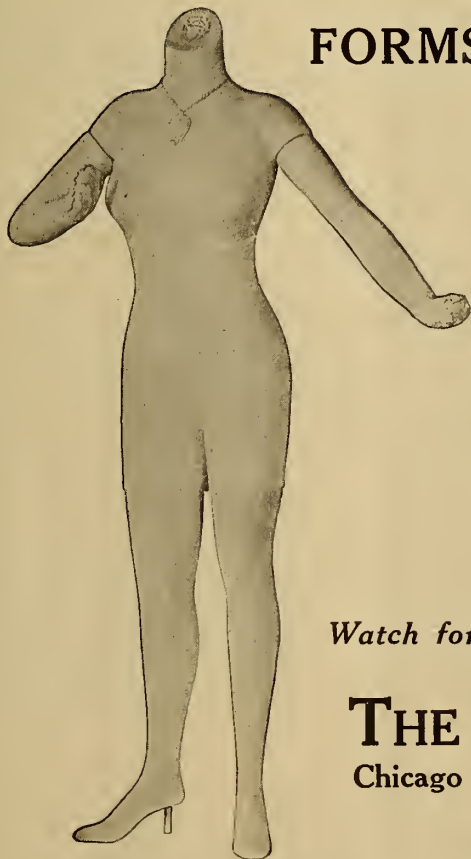
Looks Just Like Professional Lettering

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"



FORMS FOR ALL NEEDS

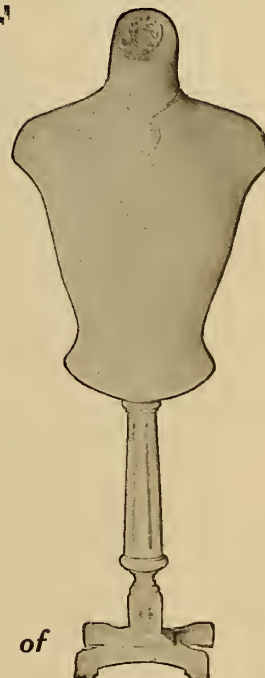
We are the largest and oldest exclusive manufacturers of Forms in this country.

This means that we can offer you largest assortment, best goods for the money, and immediate attention to all orders.

This business has been built up by giving the very best and latest style in forms for the least money.

New Quarters

Our Display space was formerly one small room in the Medinah building, Chicago. It is now the entire 14th floor of this same building. When in the market see our wonderfully complete display of Wax Figures, Parione Figures, Papier Mache Forms, etc., etc.



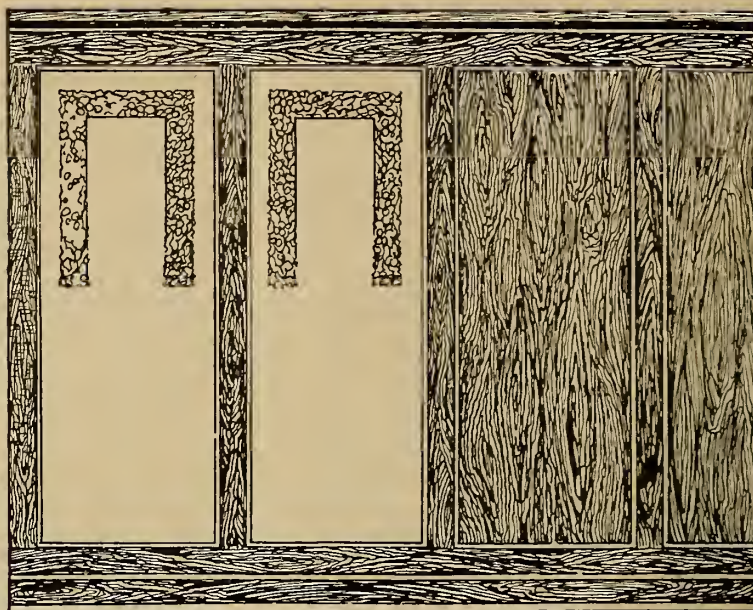
*Watch for Our Double Page Announcement of
New Parione Figures Soon*

THE FRENCH WAX FIGURE CO.

Chicago Office and Display Rooms Now Occupying the
Entire 14th Floor Medinah Building
Factory, 73 West Water Street, Milwaukee



No. 1800



No. 1801

Break the monotony of your dark oak or mahogany background by setting in the panel spaces some of our new decorative panels. These panels are made on wall board and are very good looking, subject for this season of course being suitable for Winter and the Holidays, price per square foot 60c—minimum size panels being \$7.50 each. Make this an experiment and see just how much they will brighten the entire window.

FOR CHRISTMAS USE OUR

Decorative Panels to brighten up your Show Windows. Inject the spirit of the Holidays into your entire store frontage and see how it will stimulate the Holiday sales.

These panel suggestions on this page are good subjects for this season of the year.

They can be furnished to you painted on canvas or on Upson Board panels for 60c per square foot—minimum size panel \$7.50 each.

When you buy these panels you will find that this is the best and most economical way to treat a given number of surface feet.

ORDER EARLY

DO NOT FAIL TO VISIT OUR SHOW ROOMS AND STUDIO
WHEN IN CHICAGO

THE BODINE-SPANJER CO.

Designers and Manufacturers of

Decorative Backgrounds for Show Windows

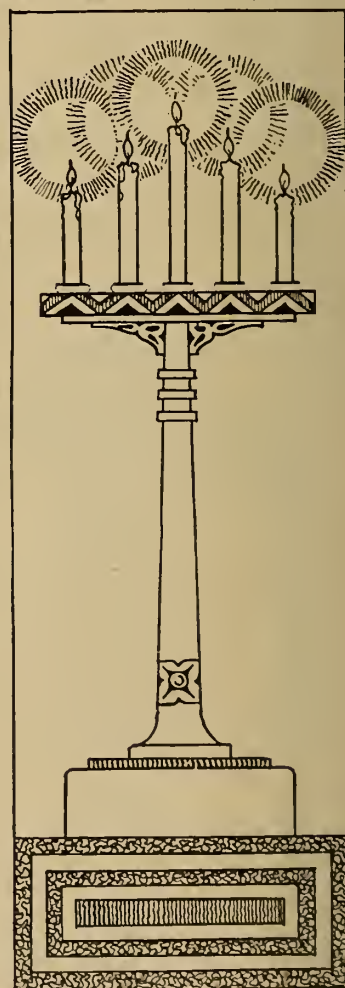
Phone Diversey 2585

1160 Chatham Court

CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk one block west to Chatham Court.

No. 1803



No. 1802

Christmas Goods for Immediate Shipment

Send Your Order in Now



No. 639. Holly Garland, 54 in., trimmed with a large cluster of Mistletoe Sprays and abundance of red berries. May be bent in any shape.

Each\$ 5.05
Dozen 50.50

No. 639



FOLDING PAPER BELLS

Bells.	Size In.	Doz.	Gross
No. O-0.	2½	\$0.20	\$ 2.00
No. O-1.	4	.30	3.00
No. O-2.	6	.55	5.50
No. O-3.	8½	.85	8.50
No. O-4.	10½	1.40	14.00
No. O-5.	14	1.85	18.50

All O Bells are cut with clapper in one piece.

Bells.	Size In.	Doz.	Gross
No. 1.	5½	\$0.50	\$ 5.00
No. 2.	8	.90	9.00
No. 3.	12	1.80	18.00

These Bells are of a closer pasted stock, with loose clapper.

No. 4 Bell, size 22 inches.

Each	\$ 1.10
Dozen	11.00
Gross	110.00



No. 637

No. 637. Holly Spray, 3 green leaves and 3 red berries.

Dozen.....\$0.50 Gross.....\$5.00

No. 635. Holly Spray of 6 green leaves and 6 berries.

Dozen.....\$0.95 Gross.....\$9.50

Our Art Panels

We have a splendid line of decorative panels, suitable for window or interior decoration. They are inexpensive and effective. Send for our catalog and circulars.



No. 6084

No. 6084. Basket in Biedermeier style. Tree in this basket made of Green Ruscus and studded with Holly Berries. The basket is white as illustrated.

Each\$1.80



No. 262

No. 262. Giant Poinsettia Stalk, 42 in. high, flower 12 in. in diameter, of a fine silk velvet in a beautiful red color and very fine foliage.

Each\$ 1.80

Dozen18.00

L. Baumann & Co.

Leading Importers and Manufacturers

357-359 W. Chicago Ave.

Chicago



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind, "PITTSBURGH" REFLECTORS are

Insist on "Pittsburgh"
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

Decorative Greens

Natural and Prepared



Prepared Beech Sprays

Prepared Beach Sprays—Red, Green or Brown, packed in cases of 100 sprays; per case.....	\$ 8.00
Prepared Oak Sprays—Red, Green or Brown, selected stock packed in cases of 100 sprays, per case	10.00
Dyed Sheet Moss—In bags containing 11 pounds, per bag	4.00
Natural Wild Smilax, 50-lb. cases.....	4.50
Needle Pines, per 100	8.00
Magnolia Foliage, 60-lb. cases	4.50
Sabel Palm Leaves, per 100	4.00
Chamerop Palm Crowns, per dozen	2.50
Spanish Grey Moss, 20 lbs. to bag	2.00

Liberal Discount on large orders. All orders filled promptly
F. O. B. Evergreen, by express.

*All of our Greens, whether natural or prepared, are selected with the
greatest care and they will be found remarkably satisfactory for window
or store decorations. Try them in your Fall and Holiday Displays.*

THE RUMBLEY CO., **Evergreen, Ala.**

***EZY-BILT** requires no extensive planning,*

but quite to the contrary, Backgrounds, Cut-outs, Figures, Relief Ornaments, etc., are easily and quickly constructed of Ezy-Bilt.

For Ezy-Bilt is the **only exclusive window board** and can be easily cut with a knife and will not bend, buckle, warp or sag.

For Stores of All Sizes

No matter how large or small your store is EZY-BILT can be used with wonderful results. Can be used on both sides and finished in many effects at a small cost.

Introductory Offer

This special offer is to introduce EZY-BILT in your store. We know a trial will convince you of its merits.

14 Sheets, Size 36x48 in.....\$5.00
11 Sheets, Size 36x60 in..... 5.00

Send for Catalog

It contains a number of beautiful backgrounds and novel cut-outs, with full directions as to construction, etc. Sent post-paid to any merchant or displayman.

See pages 46 and 48 of the October issue of Merchants Record and Show Window for illustrations of cut-outs of window board for interior and exterior decorations.

The Hunt-Crawford Co.

Coshocton, Ohio



Our displays were excellent, but they *did not sell*—

“Our merchandise was of the best and we knew our prices were conservative in comparison with the prices of other stores.

“But the cold fact remained, we were not selling the goods we should through our displays.

In this typical Kawneer Installation note the large amount of window space for a store of this frontage.

Are your windows as inviting as these? They should be!

“We then analyzed and investigated and compared our store conditions with that of other successful merchants.

“And this is what we found. We found our STORE FRONT was counter-acting our window displays.

“Then we decided on a KAWNEER STORE FRONT.

“Now after a few months we can hardly believe the results. The Kawneer Store Front specialists increased our window space with our same frontage. But our lesson was costly.”

Are you satisfied with the results your windows are producing? We can show you how the Kawneer Front will increase your sales.

Our BOOK OF DESIGNS contains a number of illustrations showing diagramatic and actual installations. Write today for a copy.

For Your Convenience Use the Coupon

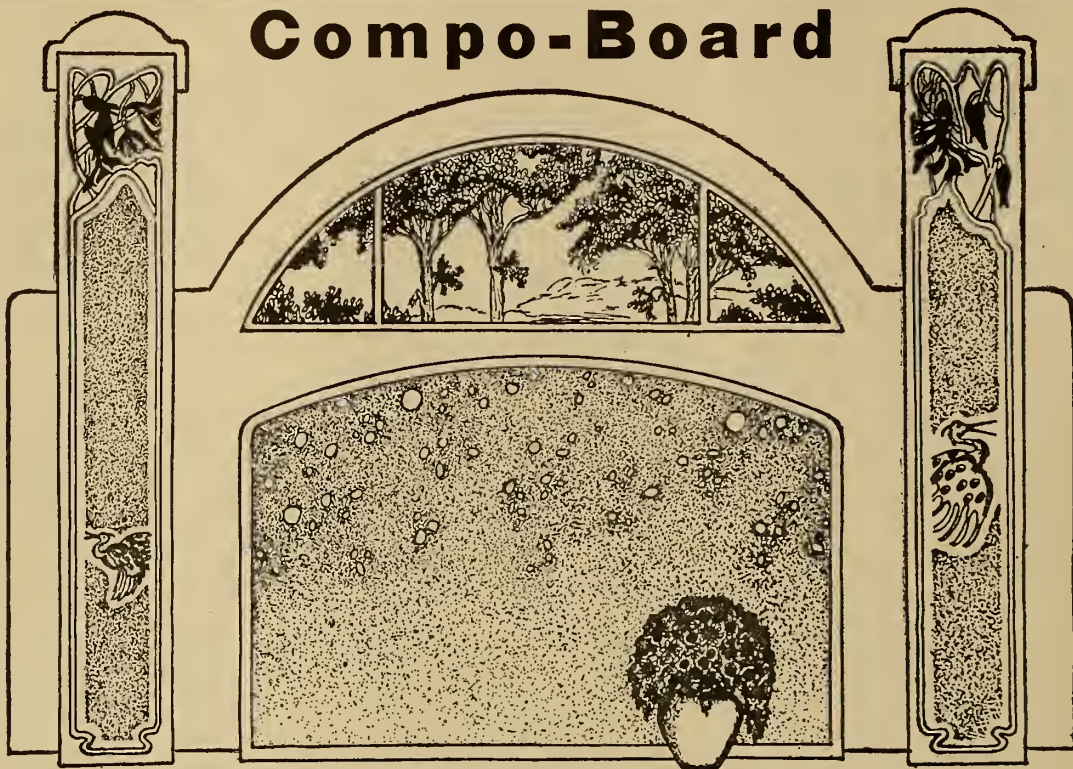
Kawneer Manufacturing Co., 1902 Front St., Niles, Mich.

Kawneer Manufacturing Co., Niles, Mich.
1902 Front St.
Send me the BOOK OF DESIGNS.
Name
Address
City and State.....

C
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Compo-Board

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Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

The Best Fixtures to Buy and to Use

The foundation of every worth-while business is an IDEA.

OUR IDEA is to give to every customer the greatest possible values for his money.

To accomplish this, we have established a system of making and selling fixtures which eliminates every unnecessary expense.

Our manufacturing expenses have been reduced to the minimum and we believe our selling expenses are lower than those of any other dealer.

We manufacture everything well and we sell it to you direct, without any middle-man's profit.

Our economical selling system is recognized by the cleverest buyers in the country and our customers are among the fastest growing and most successful chain stores in America. Among the customers who buy from us every week in the year are: The J. C. Penney Co., with 197 stores; the People's and Union Stores with a chain of 100 retail establishments; the New York Waist House and the New York Waist Stores, each with 40 branches and many others just as large, but too numerous to list here.

The fact that these big buyers have investigated and found our values to be the best, should convince YOU that it will pay to buy fixtures from us.

A trial order will convince you that we can save you money and you will be assured immediate delivery. Our profit-sharing system insures plenty of competent help—this means prompt deliveries. Let us convince you through a trial order.

DAVID SOBEL'S SONS,

Successors to

CO-OPERATIVE DISPLAY FIXTURE CO.

143 Grand St.

New York City

An Insurance Policy on Your Christmas Profits

There is a great deal more than the usual amount of advantage to be gained this year by placing your order now for your Christmas store and window decoratives.

Our Christmas Flower Book is already out and it contains more new ideas this year than it ever has before.

Many additions in the way of new Creations for Christmas have just been completed, so it was necessary to publish a new Supplement

to the regular Christmas Flower Book.

Every number in this Supplement has been designed to help you get Big Business.

It is unnecessary to tell you that in these times the merchant who has assured himself that he will have better windows by getting his decorations

now is in a much better position to meet the present-day competition.

Now is the time to make sure that your HOLIDAY PROFITS this year are going to be what they should—**The biggest in history.** So be prepared.

There is but one safe way, and that is to write now

for both the CHRISTMAS FLOWER BOOK and SUPPLEMENT and get your order in at once.



No. E6166. Santa and Wreath, Each \$5.00
Wreath 24 Inches Diameter

The Schack Artifical Flower Co.

1739 to 1741
Milwaukee Ave.

Chicago

Two Phones:
Humboldt 304 and 4867

BRADFORD-CHICAGO

Bradlite

COLOR MATCHING LAMP

SHOWS COLORS IN THEIR TRUE VALUES

For years the matthing of colors of silks, velvets, dress goods, trimmings, spool and embroidery threads has been a serious and annoying problem to the retail merchant. Hitherto daylight has been necessary to accurate matching because of the fact that all artificial light possesses color elements which actually change color values.

BRADLITE CAN BE USED ANY TIME OF DAY OR NIGHT, ON COUNTER OR SHOWCASE

FREE TRIAL OFFER

To responsible merchants we will send one unit with the privilege of return if for any reason it does not meet with your approval.

If it doesn't do all we claim, send it back

NO INSTALLATION EXPENSE. NO UPKEEP EXPENSE

Complete unit, 22 inches high, ready to install, with silk cord and standard plug, \$12.00 each, f. o. b. Chicago.

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG

178 W. Jackson Blvd.

Medinah Bldg, Chicago

BRADFORD-CHICAGO



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PENDING

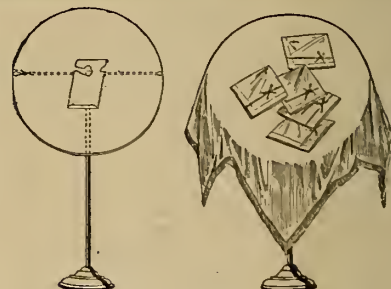


Conserve your old fixtures.

Display More Christmas Goods

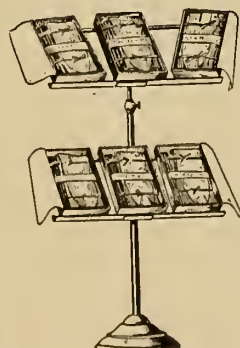
By Using the Leon Attachment on the Fixtures You Now Have

It fits automatically at any place on the standard, on the top, or cross bar of a T-stand. It can be placed on the background, side wall, or ledge. It is the most usable and practical display device ever invented. **XMAS displays are the most important of the year. Use the LEON ATTACHMENTS in your XMAS displays.**



The above illustration shows the LEON ATTACHMENT attached to a T-stand supporting a cardboard circle on which to display XMAS linens, handkerchiefs, etc.

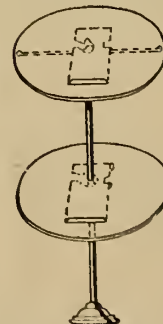
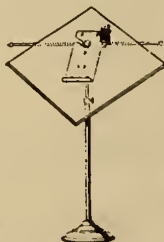
Hundreds of dollars that you otherwise would spend for fixtures, can be saved by using the LEON ATTACHMENT to make your old fixtures strictly up to date.



Suitable for displaying boxed hosiery, handkerchiefs, linens, etc.



By attaching the LEON ATTACHMENT to your T-stand and using a 11x11-inch cardboard, your stands are easily converted into a practical display stand for displaying men's shirts, ladies' underwear, also for smaller articles, as notions, jewelry, etc.



MORRIS LEON MFG. CO.

7117-19 N. Clark St.,

Chicago, Ill.

The LEON ATTACHMENT converts your T-Stands into practical display stands for displaying jewelry, notions, petticoats, etc.

For Your Holiday Decorations Use Our Natural Evergreens

"There is nothing that can improve on nature." Nothing will be more attractive and admired by your customers and pleasing to yourself than our nature's Decoratives used in your Holiday Decorations.



Best Equipped, Largest and Quickest Shippers in the South.

SOUTHERN WILD SMILAX

Our Southern Smilax is without a doubt the most beautiful decorative vine known. Lasts long time in decorations. Nothing more elaborate for decorating Stores, Show Windows, Halls and Churches than our beautiful Southern Smilax. Packed in five size cases. In ordering, please specify case number.

Case No. 1—Covers 600 square feet wall space.. \$4.50
Case No. 2—Covers 400 square feet wall space.. 3.50
Case No. 3—Covers 300 square feet wall space.. 3.00
Case No. 4—Covers 200 square feet wall space.. 2.00
Case No. 5—Covers 100 square feet wall space.. 1.00

MAGNOLIA FOLIAGE

Dark glossy foliage. Beautiful and attractive. Branches fine for decorating Show Windows and interior. Put up in same size cases as Wild Smilax and at same price.

LONG NEEDLE PINES

Large dark glossy needles. Very attractive. Fine for window decoration. Our Needle Pines are very hardy and will stand any amount of rough handling,

and yet retain their color and freshness. If you are also looking for something for profit, try them—good sellers for house and church decorations.

2 feet high. Per dozen.....\$1.25 Per 100.....\$ 6.00
3 feet high. Per dozen..... 1.50 Per 100..... 8.00
4 feet high. Per dozen..... 1.75 Per 100..... 10.00
5 feet high. Per dozen..... 3.50 Per 100..... 25.00

Chamaerop Palm Crowns, medium, per dozen....\$2.00
Large, per dozen..... 3.00

Chamaerop Palm Leaves, per 100..... 2.00

Sabal Palm Leaves, per 100..... 3.00

Southern Gray Moss. Fine for lining Windows and interior festooning, per sack of 25 pounds 3.00

Mistletoe, well berried, per bushel box..... 2.50
Per barrel 5.00

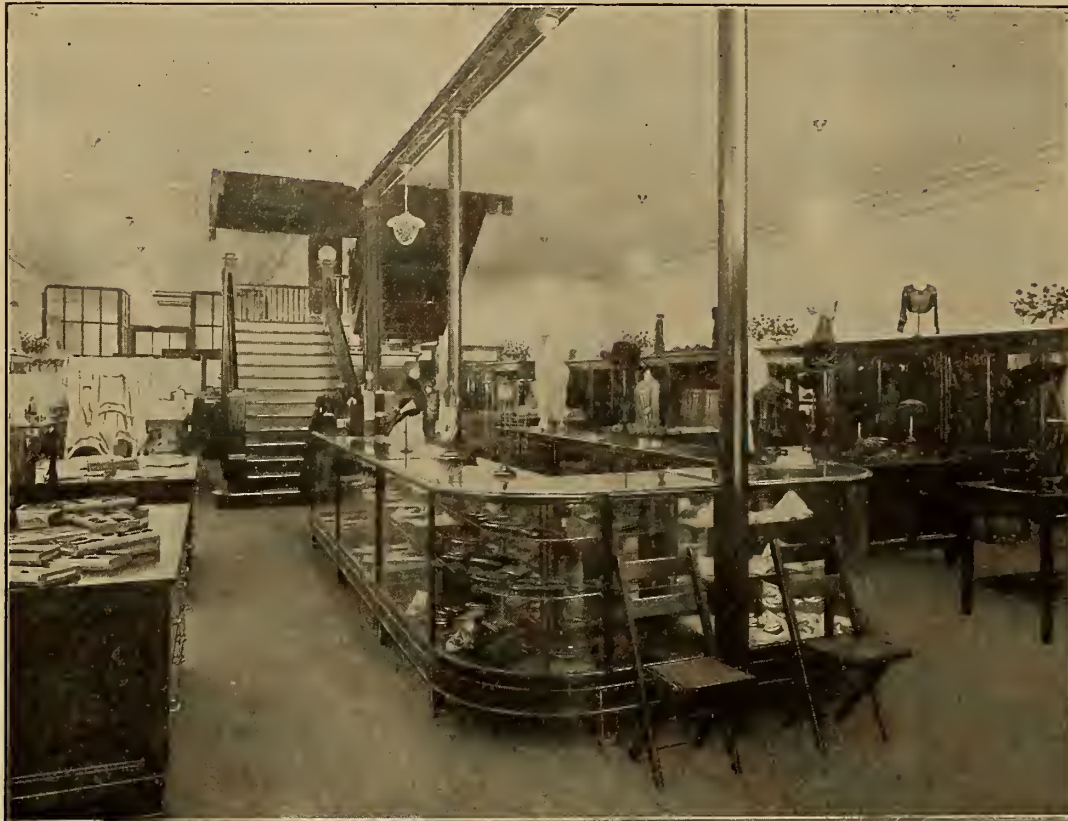
Holly. Good foliage, well berried, standard 2x2x4 foot cases 3.50
Half case 2.00

Our greens are shipped in light veneered shipping cases. Special low express rates. We ship only by Express.

Wire or Mail Your Orders TODAY

Chattahoochee Floral Co., Hatcher Station, Ga.

Even in the Small Town



The store shown below is located in a small town of 4,000. Its owner saw the success that followed scientific stock arrangement, display and merchandising methods in large cities—but felt that such methods were only for his big city brother.

Purely as an experiment, he fitted one department with Welch-Wilmarth equipment—and the phenomenal increase in business in that department fully convinced him that "Method in Merchandising" will do as much for the small store as the large store. Today his store is Welch-Wilmarth equipped throughout. Substantial fixtures and cabinets of solid mahogany, scientifically planned and

arranged, constitute a magnet that draws the choicest trade of the community for miles around.

Notice the clean, attractive, up-to-date appearance of this successful store. No unsightly shelves or mussed boxes greet the eye, while the neat, orderly display of stock creates desire and impels women to make larger purchases.

Here's the cloak and suit department in the same store. New York and Chicago may have LARGER departments—but nothing BETTER. The buying public in this small city fully appreciate the metropolitan buying advantage of this store, and give it their liberal support.



Make Your Store a Better Store

Send for our free book "Method in Merchandising" which contains a wealth of plans and suggestions for the small store as well as the large.

Re-merchandising a store is really not an expensive proposition—the increased volume, decreased clerk hire, diminished spoilage, and non-accumulation of odds and ends, soon pays for the investment. Write for this book today and learn how little it will cost you to make your store the store of the community.

Welch-Wilmarth Companies

Grand Rapids, Michigan

BRANCHES

New York City

Pittsburgh

St. Louis

Chicago

San Francisco

MERCHANTS RECORD *and* SHOW WINDOW

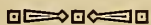
VOLUME XLV
NUMBER 5

NOVEMBER, 1919

Single Copies
Thirty-five Cents

More Sales Thru Better Lighting

By its window displays the modern retail store is introduced to passerby—Electric lighting doing much toward making that introduction favorable—The effect of light on merchandise—How to choose lighting equipment.



By Thomas F. Chantler
The Society for Electrical Development, Inc.

“MAN,” a philosopher has said, “is introduced by his clothes and known by his character.” The modern retail store, as will be conceded by all, is introduced by its window displays and known by its merchandise and service.

It has been estimated that from thirty to fifty percent of a store's sales are made through its windows. Putting it the other way 'round, the merchant who neglects to take proper advantage of the advertising and selling power of his window loses just that percentage of possible sales. Some there may be to question the accuracy of those percentages, but only the head-in-the-sand type of storekeeper (he isn't a merchandiser) will question the intrinsic accuracy of the point involved. If the percentages appear too high, reduce them, halve them if you will; and even then where is the true merchandiser to be found who would rest complacent under the indictment that he was preventing an addition of from fifteen to twenty-five percent to the volume of his business, through his indifference to the advertising and sales-producing value of his windows?

For the merchant who wishes to make a truly best use of his windows, the first step should be to set down a figure representing the appraised value of the windows. Putting a value on the windows, if done fairly, will in itself serve to give merchants a new respect for their importance, and until the merchant does come to look upon his windows as having a definite and very considerable dollars-and-cents value he will not be in the right frame of mind to plan intelligently and enthusiastically regarding ways and means for making the

greater use of their service. As a guide in making that calculation, it is of interest to note the valuation placed on the windows by various merchandising establishments recognized as being among the leaders in the merchandising field. It is reported that Charles Stevens & Co., Chicago, value their windows at \$150,000 a year; R. H. Macy & Co., New York, \$100,000 a year; Filenes, Boston, \$106 a day; Saks & Co., New York, \$50,000 a year; Famous & Barr, St. Louis, \$10 to \$25 per day per window, according to location.

Objects Accomplished by Good Window Lighting

The purpose of window lighting, as of the window itself, is to arouse upon the part of the observer a buying-desire for the goods on display; and as an object is seen by the light it reflects, rather than by the light thrown upon it, it is obvious that it is only when the lighting is of the proper intensity and color, as well as when the light comes from the correct angle, that it may be said to be contributing its full efficiency as a factor in selling. The lighting in many windows falls below that standard; far, far below, in numerous instances. The reasons for that condition are legion.

This merchant is thinking along lines a decade behind the times; that one is not aware of the improved lighting arrangements and devices available for his use; the next one, while fully intending to improve the lighting of his windows sometime, is putting off issuing the order that will get such improvements under way. Thus it goes. But the most significant reason of all is that few merchants have as yet arrived at a bed-rock understanding of the actual character of the service which the display window performs.

The show window is as a stage and the goods on display are the actors therein. Logicians may condemn that simile on the ground that inanimate articles of merchandising are not comparable with the living, breathing actor and welcome. The fact remains that the merchant who adopts the stage manager's point of view with regard to the problem of window lighting and dressing will find himself well on the road towards getting the full selling value out of his windows. The good stage manager conceals the mechanism of his lighting; he allows only the artistic effects to be seen and enjoyed. He does not annoy his audience with the distracting and painful effects of visible light and unscreened lights or glare. Most important, perhaps, of all, he does not depend for his effects upon a flow of light from any one source or direction; he makes use of border lights, foot lights, flood lamps, bunch lights and spot lights; withal, he is economical in his use of light, wasting none of it in borders, or flies or in the auditorium. He uses reflectors to place the light where it will do the most good. Furthermore, he makes use of backgrounds, stage properties and lighting all to one end: to bring out the work and personality of the actors. And the merchant who works with the same intelligent effort to bring out through good lighting the attractive features of the goods on display may depend upon it that his windows will contribute their share and more towards the success of his selling effort.

Profiting further by observing the methods of the stage, the shrewd merchant will not permit the use of mirrors in his windows in any position where their reflection of light will annoy the observer. He will study

the background of the windows most carefully also, aiming to make use of colors that will add to the life and snap of the windows and enhance the appearance of the merchandise. That is in keeping with the use and purpose of the background and setting of the stage, which is to set off the work of the performers. Backgrounds of dingy grays or dark colors appear dull no matter how much light is thrown upon them, and on the stage they are used only when it is desired to create a somber atmosphere. Light, vibrant colors, properly utilized, do not absorb nearly so much light, and they help bring out the desirable colors of the merchandise without too pointedly drawing attention away from the goods.

Certain highly polished backgrounds reflect almost as much light as do mirrors, creating a glare which is highly unpleasant to the observer; and when for other reasons it is not deemed advisable to do away with a background having this fault, the undesirable reflections can be eliminated, or at least minimized, by suspending a curtain between the light sources and the reflecting surfaces, so as to intersect the line of light-travel.

Effect of Light on Merchandise

The light of five thousand candles hardly is sufficient to enable one to thread a needle that is held against a steel gray background, but one-half candle power is sufficient to enable one to do the job easily when the needle is held against a white background. So let it be recognized at the outset that while the effect of light on merchandise is itself positive and direct, the visibility of the merchandise is subject to control and modification by the character and color of



WELL-LIGHTED WINDOW OF THE BALTIMORE CLOTHING COMPANY, LAFAYETTE, IND. DISPLAY BY E. S. COWGILL.



LEWIS & CONGER STORE, NEW YORK CITY. INDIRECTLY LIGHTED WITH 16 400-WATT MAZDAS. INVERTED BOWL TYPE REFLECTORS.

the background. Because an object is discernable only insofar as its color is distinguishable from that of the background, light and color must be depended upon to emphasize such contrasts, darkness being the great neutralizer in which all distinctions of color and form are lost.

Without color the window dresser's art would contribute little or nothing to the making of sales; it is, in truth, his most effective tool. Nevertheless, recognition of the possibilities of electric lighting in the rendition of color is in no sense general, not even today. All too many merchants are prone to regard the window lighting equipment as something too sacred to be changed under any circumstances—like the firm name. Goods of all kinds and descriptions are displayed in such windows under identically the same lights, regardless of the actual lighting requirements of the goods so shown.

In the light of the regular Mazda lamp all the colors of the spectrum occur, but the red and yellow rays predominate somewhat over the proportion of those rays occurring in normal daylight. For that reason, when goods are shown under these lamps, the reds, browns and yellows in their coloring are emphasized, appearing correspondingly stronger than when seen in daylight. The blues and violets, on the other hands, suffer a loss in depth when seen under this lamp. By emphasizing other colors in the light rays corresponding variations can be created in the appearance of the merchandise so viewed; and such effects may easily be produced in great variety by employing color screens

of different values, or lamps which have been dipped or otherwise treated to produce light effects.

When it is the aim to accentuate the blues in fabrics or to emphasize the whiteness of this or that material the window dresser has only to make use of light having some of its undesirable red and yellow rays screened off, while the blues, violets and other rays are permitted free passage. If a display of, say, millinery or summer dress goods be illuminated entirely by white light the whites, greens, blues and violets will stand out prominently, while the reds, browns and yellows will be depressed. In order to reverse the effect, bringing out the reds, yellows and browns and subduing the blues, greens and whites it is only necessary to supplement the white light by brown and yellow, secured by using amber colored bulbs. Or if red light be employed the effect will be to make the contrasts between the reds and the other colors in the display all the more acute.

The possibilities in such color effects are almost unlimited; and by intelligent use of such faculties, both in the windows and in the store, the colors in fabrics, rugs, carpets and so on, can be made a truly effective factor in the sale of such merchandise.

In procuring such color effects it is necessary, however, that the screens or lamps be selected accurately; any old piece of colored glass picked out at random will not give the desired results. For daylight effects in lighting excellent results can be secured by using what is known as the Mazda C-2 lamp, in which the filament is encased in a special blue glass bulb designed to screen

out some of the light rays which are, in the ordinary lamp, present too abundantly to simulate good daylight effects. However, screening out some of the light rays tends to reduce somewhat the total amount of light supplied by these lamps, the reduction being reported as amounting to from thirty to thirty-five percent. That, though, is inevitable, regardless of the medium used; so it should be the practice, for that reason, to use lamps of sufficient extra wattage to offset whatever loss occurs through such screening out of certain light rays.

However, the color of the light is not all; it must be also of the proper intensity and fall upon the goods from the proper direction. Both of those points are vital and merit careful attention.

The intensity of the light best suited to illuminating a display is regulated by the color and character of the merchandise, and, also, by the brightness of the surroundings. The importance of that second condition can be illustrated by referring to the sickly illumination supplied by an automobile headlight when in competition with daylight; and, by that same token, show windows located on a brilliantly lighted street require a much higher lighting intensity than is needed to give such windows the appearance of brilliant illumination, when their surroundings are less brilliant. That other and more directly responsible factor in deciding the intensity of the light—the color and character of the goods—varies somewhat with each change of display. For illustration, a window display of shirtings, seen in comparison with a similarly lighted window devoted to carpets and rugs, will leave the observer firmly of the opinion that the window displaying the shirtings is the more brilliantly lighted. Because, as has been mentioned before, dark colors absorb a greater percentage of light and reflect less of it than do the light colors; and, as an object is seen by the light it reflects, the light goods are more easily viewed. Consequently the observer assumes, and rightly, that the illumination is better.

By taking account of the reflection value and the character of the merchandise to be displayed, and regulating the intensity of the light accordingly, the shrewd merchant will be able to add much to the selling power of his windows, to say nothing of putting forth the impression that all his windows are lighted with equal efficiency. But it is by arranging the location of the light sources so that the light can be played upon the goods from the correct angles that the acme of good display lighting is attained.

Choosing the Lighting Equipment

Each window presents its own individual lighting problem, which, differing in some respects at least from all others, require special treatment. Two windows may, for instance, be identical as to dimensions and details of construction, yet differ distinctly as to their lighting requirements, due to dissimilarity in the bril-

liancy of the lighted areas adjoining such windows, as well as to variations in the color and character of the goods displayed in each. For that reason the actual sales-producing value of your windows, Mr. Merchant, will be most surely advanced by basing the selection of lighting fixtures and equipment exclusively upon a study of the requirements of the windows to be lighted, rather than to start out by stipulating that this or that lighting scheme be followed, simply because its use in other windows has taken your fancy, or because it has been more or less recommended in print. True, there is a style in lighting just as there is a style in wearing apparel; but the alpha and omega of all such standards are that one does that which is most individually becoming.

The first step, then, in deciding how to make the show window of greatest value in promoting sales is to appraise the measure in which the brilliancy of adjoining windows, and street lights, will compete for attention on the basis solely of the attention-compelling power of light itself, regardless of the relative merits of the goods displayed. The adjoining—and therefore competing windows—may perchance be devoted to the display of goods possessing but a fractional part of the attention value or popular appeal of the goods to be featured in the window under consideration, but if the competing window be better lighted then it will attract greater attention. The reason being that the ability to appreciate artistic effects is possessed in some measure by all; and an artistically lighted window is such, regardless of the character of the goods displayed. On the other hand, a window may be so prodigally, hideously and glaringly lighted that it attracts attention through being the very antithesis of art, just as the staccato voice of the steam riveter commands the attention which fain would harken to the mellifluous notes of the violin. But in any event the need is paramount to consider and provide against the attention-compelling, or attention-winning, power of adjoining windows, or street lights.

The next step should be to consider carefully the light-reflecting and light-absorbing power of the goods or classes of goods to be displayed, stipulating that the lighting equipment prove equal to supplying a range of illuminating intensity suitable for the maximum and minimum demands for light as made by the goods themselves. For instance, if it is known in advance that the window may at one time be given over to a display of rugs, and at another time, white goods, then the light sources should be equal to supplying light that will be just right for both displays.

Consideration next should be given to the color requirements in the lighting as dictated by the colors and character of the goods themselves. The effect of the color in light rays upon the appearance of merchandise has been touched upon previously in this article and need not be mentioned further here.



SHOW CASE, L. BAMBERGER & Co., NEWARK, N. J. LIGHTED BY 35-WATT TUBULAR MAZDA LAMPS IN TROUGH REFLECTORS.

Those three prime points—the effect of competing areas of brilliancy, the intensity and volume of light demanded by the goods themselves, and the choice of color screens—having been determined, the conditions imposed by the purely physical aspects of the window can be taken up and solved properly and in order; to attempt to do so before the three prime points have been worked out is no more to be commended than the attempt to prepare a banquet in advance of information as to the number and tastes of those to be served.

Just here it may be well to point out that vision is most comfortable when the object viewed is at eye level, and, also, that people look downwards more readily and habitually than upwards. In fact, tests will show that goods displayed at any considerable height above eye level frequently are not seen at all by a surprisingly large percentage of people. So it should be recognized that the most valuable display portion of the window is from the floor to a point on a line with, or not much above, the level of the average observer.

The light sources, then, must be so situated that their maximum lighting service will be rendered on what we may call the “selling plane” of the window. But the light sources, on the other hand, should be concealed from the view of the observer, as is done in good stage lighting, and so that the unpleasant effects created by exposed bulbs will not be present.

It may, for instance, be decided that the window is to be in truth a miniature stage, with footlights to cut the shadows occasioned by the overhead lights, and

with light coming from concealed sources at the sides or corners of the window to insure plenty of illumination on the vertical, as well as the horizontal plane. Well, there are facilities available for accomplishing each of those results and more besides. It matters not whether the window has a high ceiling and a very shallow depth, or whether it has a very low ceiling and an unusually great depth from glass to background, or whether the background is solid or completely or partially open. Any good illuminating engineer can lay out and install an equipment that will be right in every respect, handling has facilities so that the light will be as mobile and responsive to the control of the window dresser striving after a certain effect as is the piano under the touch of a master. Such achievements in lighting can be seen on the stage any day; and it is generally conceded that the display window is a stage in miniature.

To explain in detail just how any particular type of window should be equipped for maximum lighting results would be entirely at variance with the spirit of this article. Because no two windows are identical in their requirements, as explained previously; and to go into the details of the equipment for one particular type or class of window, without supplementing that description with discussions pertaining in turn to all windows, might serve to inspire some merchant with a regular Castoria-baby-like desire for that particular scheme of lighting equipment, even though it missed the actual lighting requirements of his windows by half.

The infinitely better plan is for the merchant to



NEW FRONT OF THE HUB, GRAND RAPIDS, MICH., SHOWING GOOD LIGHTING EFFECTS. DISPLAY BY P. F. HERTZIG.

settle first upon the precise benefits of light which will best assist him to sell goods, doing that before taking active steps toward the installation of improved lighting equipment. Then let him confer with his central station or with such parties as they recommend, explaining just what lighting results he desires, and leaving it to the man of technical knowledge to decide how those ends can be best and most economically achieved.

Sufficient to say here that the assortment of reflectors, colored lamps, screens, time switches, flashers, and so on, is sufficient in scope to satisfy every demand. Some form of reflector must of course be used, because light from the electric lamp goes forth in an almost equal degree in all directions, whereas its service to be effective must be concentrated in a given direction. There are reflectors designed to permit some of the light to escape through their semi-transparent bodies, while the much larger portion is directed to where it will do the most good; others, again, concentrate the rays search-light fashion upon a given spot, or diffuse it broadly over a wide area. Others again direct it in a manner to define an object with sharp headlights and clean-cut shadows, or dispense the light so softly that it blends easily into the surrounding unlighted areas. And as to lamps—well, their name is legion. They are to be had in a multitudinous variety of sizes, colors and shapes—one for every legitimate purpose that the window dresser can conceive of, in fact.

To mention and describe each and every type of lamp, reflector and so on, would be to write a catalog; and to ignore mentioning even the least important of such conveniences would be to display a form of partisanship not within the purpose of this article. Besides, and as has been mentioned before, the better plan is to leave such matters to the decision of the tech-

nically trained, whose business it is to equip the display window in the one best manner to provide the scope and degree of lighting service which the merchant deems essential.

Time Switches Cut Window Lighting Cost

As a salesman electricity is by far too valuable a servant to be allowed to waste its energies upon vacant streets from whence all honest folk have gone home and to bed; and the time-switch devices now on the market relieve the merchant from all active responsibility about darkening the windows. When the streets are deserted, the automatic time switch cuts the circuit, and the store windows become darkened. The merchant has, so to speak, only to say when he wishes his windows to be darkened—the automatic time switch does the rest—it's just as easy as that. The lights are turned on at any hour set, and cut off again when the appointed time arrives.

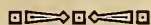
By the use of the automatic time switch the merchant is assured against the waste of having his windows lighted unnecessarily, to say nothing of its providing a thoroughly reliable means for breaking the lighting circuit at exactly the time specified.

Underwriters' Regulations

Necessarily, of course, there are regulations designed to insure that all lighting fixtures for both store and windows will be installed in accordance with recognized principles of safe practice, but the splendid lighting effects to be observed in the windows of many progressive merchandising establishments should be convincing to all that nothing exists in the regulations that will in any reasonable sense interfere with the aims of the merchant to make the fullest and best uses of electricity as an aid to selling. But it will be the

Building Men's Wear Business

Rapid growth in business of the Johnson Bros. Inc. attributed to modern store affording efficient service and quality merchandise—Value of skillful displays considered of vast importance in sales producing—Every comfort afforded patrons—Sales handled with maximum of simplicity.



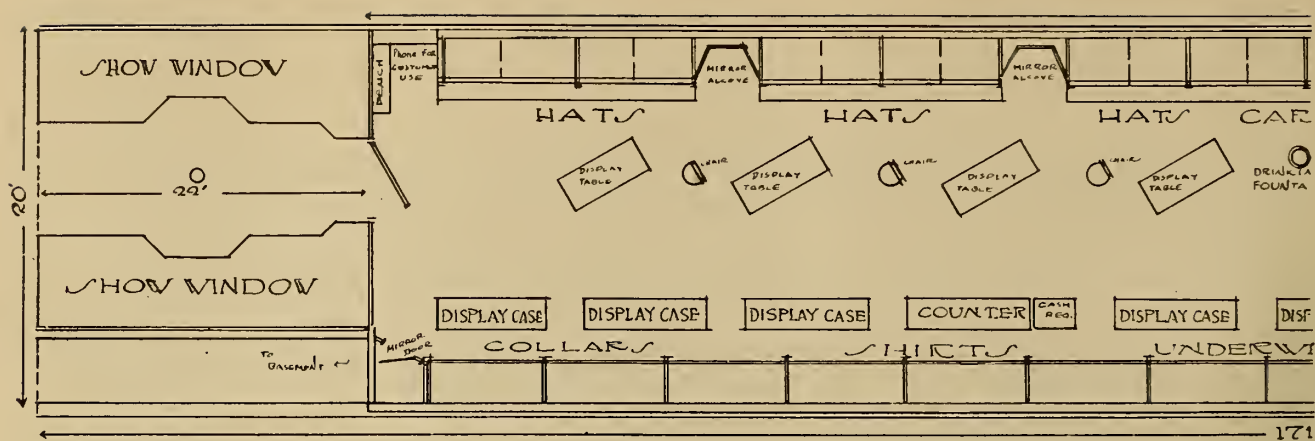
THE Johnson Bros., Inc., store of Peoria, Illinois, though only three years old, is an excellent example of what may be accomplished in a short time when a well balanced organization sets out to serve the public with quality merchandise and cooperative service. The success of this business in the brief space of three years is pronounced and is recognized as one of the most reliable and completely equipped specialty stores in the state of Illinois. The outstanding feature in the development of this business may be found in the personality of the owners, all men of business initiative and students of retail merchandising problems.

The heads of this business at the outset decided that it was not good policy to wait for the trade

to come into their store to do shopping, but on the contrary, the owners went out after the trade—wherever it was likely to be found. In a straight from the shoulder manner they outlined the plans of the new organization and cleverly outlined in their newspaper and other publicity matter the purposes of the organization and the principles upon which the business would be conducted. The quality of the merchandise handled and the service the Johnson Bros., Inc., store was prepared to give the buyers of Peoria, were features ever kept before the public. The results were evident from the start. On the night of the store opening the store was crowded to overflowing with interested visitors, who almost immediately became regular patrons of the new store.



SECTION OF THE ARCADE WINDOW OF JOHNSON BROS., INC., PEORIA, ILL. DISPLAY BY P. W. YORK.



PLAN OF DEPARTMENTS AND FIXTURES ON THE FIRST FLOOR OF THE JOHNSON BROTHERS, INC., STORE, PEORIA, ILL.

This progressive organization is not only successful in getting business into their store, but they insist on having everything arranged in such a manner as to offer every comfort to their customers and care for them with a maximum of simplicity and dispatch. Four thousand two hundred and seventy-five square feet of floor space is devoted to the main floor. As one enters the store at the right is maintained the men's furnishing goods department including shirts, collars, ties and underwear, and this sections extends along the side about half the length of the main floor. Merchandise is kept in beautiful dust-proof cabinets and displayed in large glass cases.

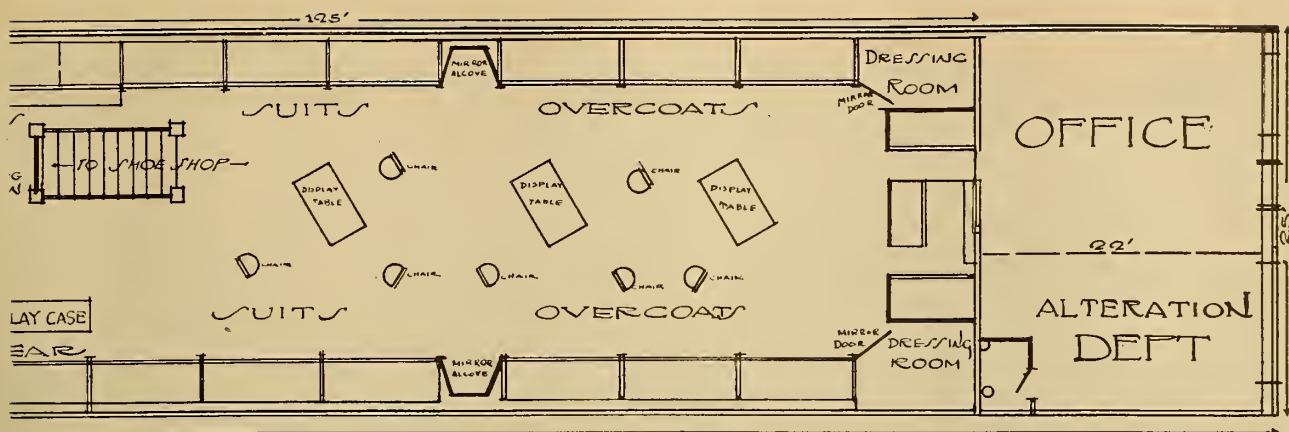
The suit and overcoat department occupies the center areas of the room and handsome oak cases with sliding doors are used for holding clothing.

Easy chairs are placed before a number of tables on which garments are usually draped. The long section, one-half the length of store opposite the furnishing section at the right, is given over to men's hats and caps. Two large mirror alcoves are installed here. In the rear at the right is maintained a dressing room and alteration room, while another dressing room is located at the rear left. Adjoining the latter is the spacious offices of the firm. Two alcoves are located in these sections and the doors forming entrances to the two dressing rooms are mirrored.

The shoe department recently made as an addition to the Johnson Bros., Inc., store is located down one flight from the main floor and has a floor space of one thousand eight hundred and seventy-five square feet. A complete line of shoes for men



HABERDASHERY AND COLLAR DEPARTMENTS OF JOHNSON BROS., INC., STORE, PEORIA, ILLINOIS.



DEPARTMENTS ARRANGED IN A MANNER THAT OFFERS COMFORT TO CUSTOMERS AND CARES FOR THEIR NEEDS WITH DISPATCH.

is carried and the sales of this new department are keeping pace with those of the other departments of the store. Directly to the rear of the shoe section is located a stock room with a floor space of 1,875 square feet.

The importance of expert window decorating is fully appreciated by this firm, and the taste and skill of the display manager, Patton W. York, is at all times manifested in the attractive displays. Two large arcade windows, capable of accomodating three units each are used with big results. The backgrounds are permanent and of light circassion walnut with beautiful panels.

As previously stated, the Johnson brothers are keen business men, possessing pleasing personalities, and men who take exceptional pride and in-

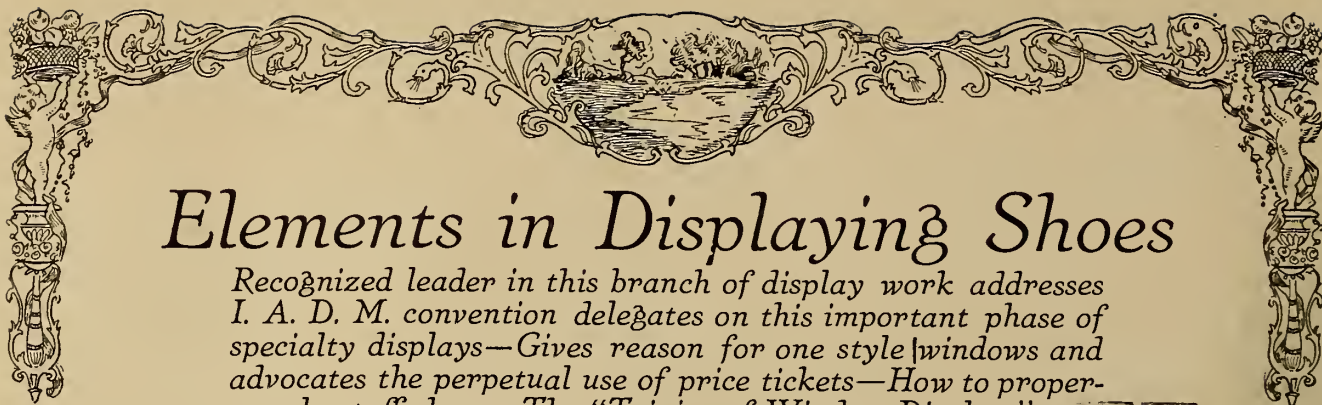
terest in their business, and judging by the success that has attended their venture in the men's clothing business of Peoria, are a most valuable adjunct to the business life of this busy Illinois city. Ernest A. Johnson is the president; Earl A. Johnson, treasurer, and Paul A. Lung, secretary.



“THE Merchants’ Display Show” the first of a series of co-operative sale events was conducted at Logansport, Indiana, October 20, 21 and 22. The events are under the direction of the Cass County Chamber of Commerce and will extend through the winter months. The first sale was opened with a fashion revue in the Elks’ hall where living models displayed the latest in Fall and Winter fashions for men and women.

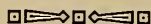


VIEW OF MEN'S CLOTHING DEPARTMENT OF JOHNSON BROS. INC. STORE, PEORIA, ILLINOIS.



Elements in Displaying Shoes

Recognized leader in this branch of display work addresses I. A. D. M. convention delegates on this important phase of specialty displays—Gives reason for one style windows and advocates the perpetual use of price tickets—How to properly stuff shoes—The "Trinity of Window Display."



F. E. WHITELAM, display manager for the R. H. Fyfe & Company, Detroit, Michigan, is generally recognized as one of the most expert shoe display men in the country, and in addition to his ability in the art of displaying merchandise, has an exceptionally extensive knowledge of merchandising problems. His talk and demonstration at the convention of the International Association of Display Men, held at Hotel Sherman, Chicago, July 14 to 17, proved one of the gems of a program of unusual value, and contained a wealth of valuable information for the display men, particularly those interested in displaying shoes. For the benefit of display men who were unable to attend the big meeting, several vital paragraphs of Mr. Whitelam's lecture are published below.

In placing the shoes, place them one way. Never make any changes. If you are starting your shoes all one way, use them that way and stick. It is always very much better and you will find if you get accustomed to dusting them, to using the cloth yourself, you would not be without it. Put the shoes in place and you feel that the finger marks and dust marks are off of them.

It is always well, in my opinion, to keep one thing in the windows, especially in the smaller windows, one style.

A window will not sell shoes without price tickets.

If you have a place that is convenient, a card stating where those shoes are found is most important.

Flowers are a very much needed asset in the displaying of shoes, if not overdone. With high grade shoes use only high grade flowers. It is always the best policy to use the very best flowers—the best the house will stand for.

In the men's shoes I simply use the tissue paper stuffing. We do not use anything else with them. Simply tissue paper stuffing done by hand. For women's shoes or high shoes we use a form in them, and the top trees.

In fixing your shoes do not over stuff them. So many people over stuff their shoes. They don't look like shoes when they are through with them. Be very careful in having them follow the lines accurately of the shoe.

The windows of the house are to allow those inside to look out. The windows of a store are to allow those outside to look in. See that the view is interesting and attractive. Show windows today are working night and day, never ceasing to do their duty. Therefore it is most necessary that they should be all times absolutely correct. In order to attract the passerby you must have something that

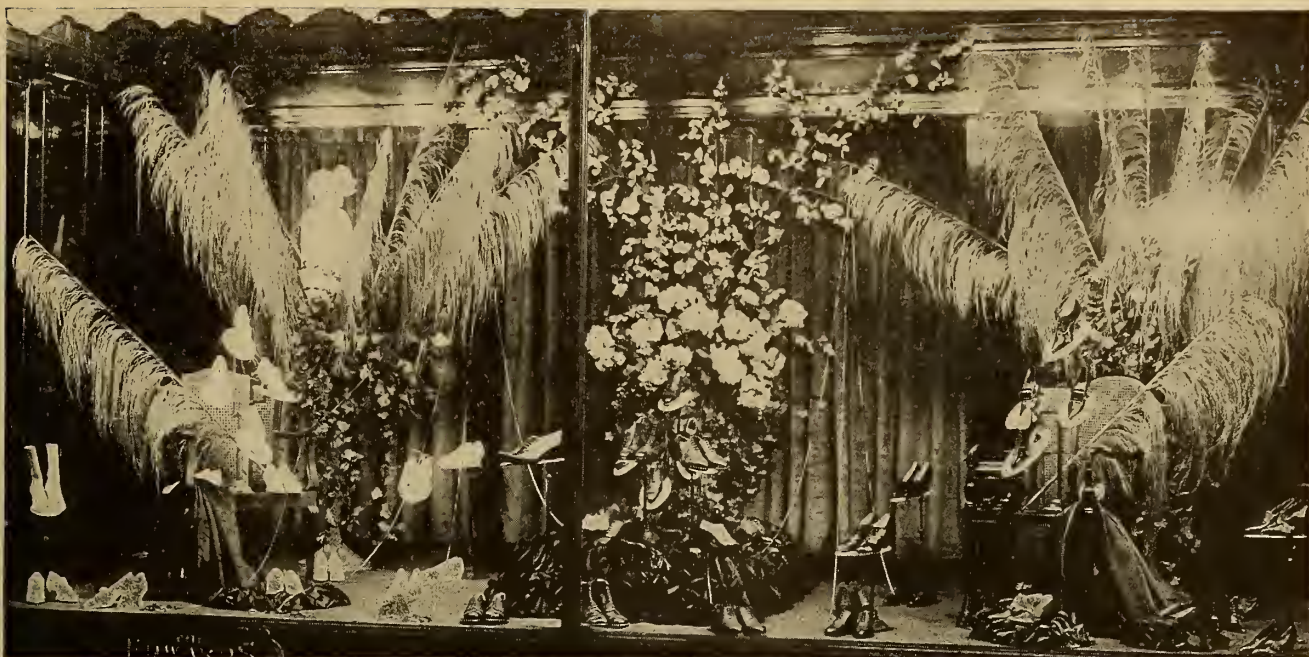
interests him. You never can tell just what there would be that would stop him. You can hear every day the remark "Have you noticed so-and-so's displays? They are beautiful." What is better advertising than to have your display talked about by the man on the street. I know of many times when someone has asked for goods that he has seen in our windows after they have been taken out from two to three weeks. Their one mission is to sell—sell—sell. You certainly would not send out a salesman ill attired. It's the bright, spick-and-span fellow who gets the business. So it is with the windows, and the time and thought expended in keeping your windows bright and attractive will surely yield you big sales dividends.

Always be on the lookout for something new—keep up to date. You may select your own job, set your own wages and stand still, go up, or kick yourself out. Your employer has but little to do with it. All he does is to see you "Move on" one way or the other. Which way are you going, not only these young in display profession but you older ones, let your own conscience answer each for himself. It has been said honestly—some men succeed as long as someone stands by and encourages them, but give me the man who succeeds in spite of hell!

In changing your windows, change them often enough. "Lazy windows sap profits," said a shoe merchant. By lazy windows I mean windows that are not made to work hard for an increase of sales. It is a poor window, indeed, that will not pull some business, yet the greater value of the window lies in its advertising effect. A window generally does two things: 1. Makes direct sales; 2. Advertises the store.

What makes a window sell goods? Primarily it is, of course, the shoes in a window that sell shoes. People are prone to want those things they see that take their fancy. Hence, place a few pairs of shoes in a window and there will be some who view them who will be pleased with them and walk in and buy.

There is one stumbling block in the way of direct sales from the window. That is the fact that the people who see things they want are not always in a position to purchase them at the moment. They want the shoes but they haven't the money with them, or they can't spare it at the time. Is the display valueless then, with this latter class, those who would like to purchase but cannot? Not at all. These people will leave the window impressed with the fact that that store has the kind of shoes they want. When they get the money they go there to make the purchase—provided, that in the meantime some other display has not caused them to change their minds. From this it can easily be seen that a window display will do as I have said, sell shoes while it advertises the store.



SHOE DISPLAY BY E. J. SHORT FOR E. N. EDWARDS & SON, ROCHESTER, NEW YORK.

The method of showing the shoes is of great importance because the object is to make them look as good as possible, to make them look so desirable that a feeling of desire is awakened in the hearts of those who see them. Too much care cannot be taken in forming shoes for window display. If your boot tops hang loosely over—if the oxfords are poorly laced and stuffed—the graceful lines of the shoe are lost and the eye appeal of the entire trim is gone. Shoes must likewise be kept clean of dust, finger marks, etc., for this purpose I find velvet cloth an ever ready friend, an article I am never without, a part of my trim from the finished standpoint.

In selling shoes the salesman is there to assist in making the sale. Often it is his pleasing manner and explicit statement of fact that make the customer decide to purchase. When she is viewing the shoes from the street she is outside of any influence except that exerted by the shoes and the general aspect of the display. The more pleasing the setting as a whole the more apt she is to be favorably affected by the shoes. The more the shoes she admires stand out from the rest of the setting the more forceful will be their appeal.

A background and accessories serve these two purposes. One, to make the whole setting pleasing and attractive, the other to make the merchandise stand out prominently. So it will be seen that it will not pay to neglect any part of the window display because all have their effect.

A man may stop at the window to see what a certain bright spot is that has attracted his attention. It may be a picture in the window that stops him. It may be a curious fixture. It may be something entirely foreign to shoes. Yet, after he has stopped to deliberately gaze into the window he will see the shoes. Having seen the shoes he may become a purchaser. If he passes by without seeing the window it will never have a chance to influence him.

Put something into the window that will stop people and the first requisite, attention, will be on duty. Fail to have this requisite and the window is a failure. The color scheme is of great importance in every window. The background colors should not be so strong as to hold the attention of the one looking over the display. If it does it defeats its pur-

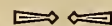
pose. It may be bright and catchy but it must not overshadow the merchandise. People expect to see merchandise shown in pleasing settings. They are accustomed to seeing good displays and the shop where the displays are considered a nuisance, or of less importance than something else, will find the more attractive displays of their competitors are drawing customers away from them.

A shoe window display man high up in the game once said, "I am firmly convinced that over 90 per cent of the store's business is influenced by the window displays." Just think that over. There is no better weapon for fighting competition, whether at home or in a neighboring city than the window displays. They beat the mail order catalogues all hollow for selling goods.

Good judgment should be exercised in the selection of the styles of the shoes to be shown in the window. Unless the window is placed for the purpose of showing only one style it is advisable to have a variety in the window. If nothing but extremes are shown there is nothing there for the mind that runs to the more staple shapes.

A noted window display manager once said, "In trimming windows I have a motto of my own, I call it the trinity of window trimming. The trinity of window display is the study of backgrounds and color contrasts; seasonable goods; and the use of show cards and price tickets."

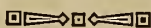
Put an added "punch" in your displays by the use of color. Study over your color idea carefully, know just what effect you are after, then the result will be a well-balanced, attractive display.



IF you have never tried drawing out your floors as you do your backgrounds, experiment some with it. You will be surprised at the vast number of designs that can be worked out, and which when cut and laid will come out to the fraction of an inch, and which can be laid in one-tenth the time that the ordinary method of constructing and laying will permit.

Suggestions for Backgrounds

Too often display men fall short of ideas to be used in producing suitable window backgrounds—A pencil and memorandum pad if properly used will frequently “save the day”—Two illustrations presenting pleasing features in background designing.



By A. G. Sten

OFTEN you hear a display man say, “I would give a nickel for a good idea,” yet one may go out and collect a bushel of nickels if he believes in preparedness.

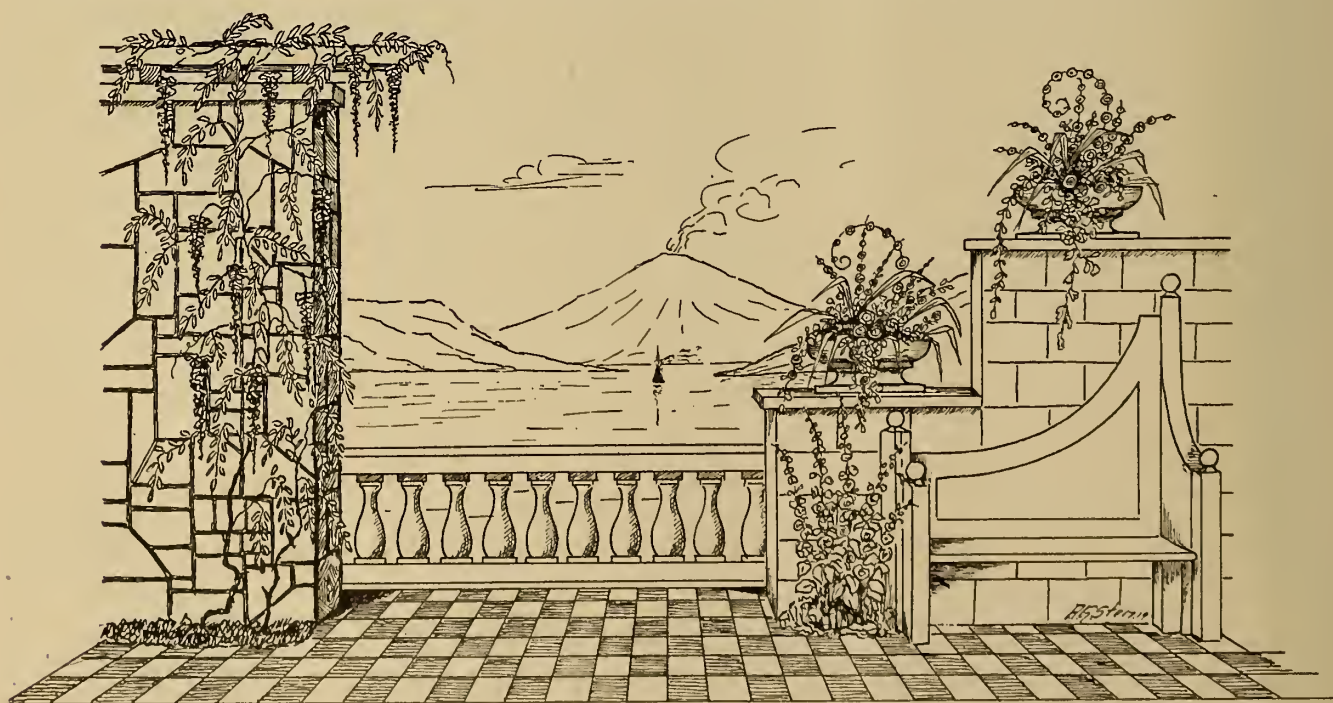
The writer would no more think of attending a drama, comedy or musical production without his pencil and memorandum book, than he would think of leaving his only pair of trousers at home. As an example of what may be done in this regard the center design in my last month’s contribution to THE MERCHANTS RECORD AND SHOW WINDOW, was a reproduction of a part of one of the curtains used in “The Passing Show of 1918,” which I attended while in Chicago during the I. A. D. M. Convention last July. My memorandum book also shows four more designs from the same show, and also three from the Terrace Garden, Chicago.

The Japanese setting herewith illustrated is a

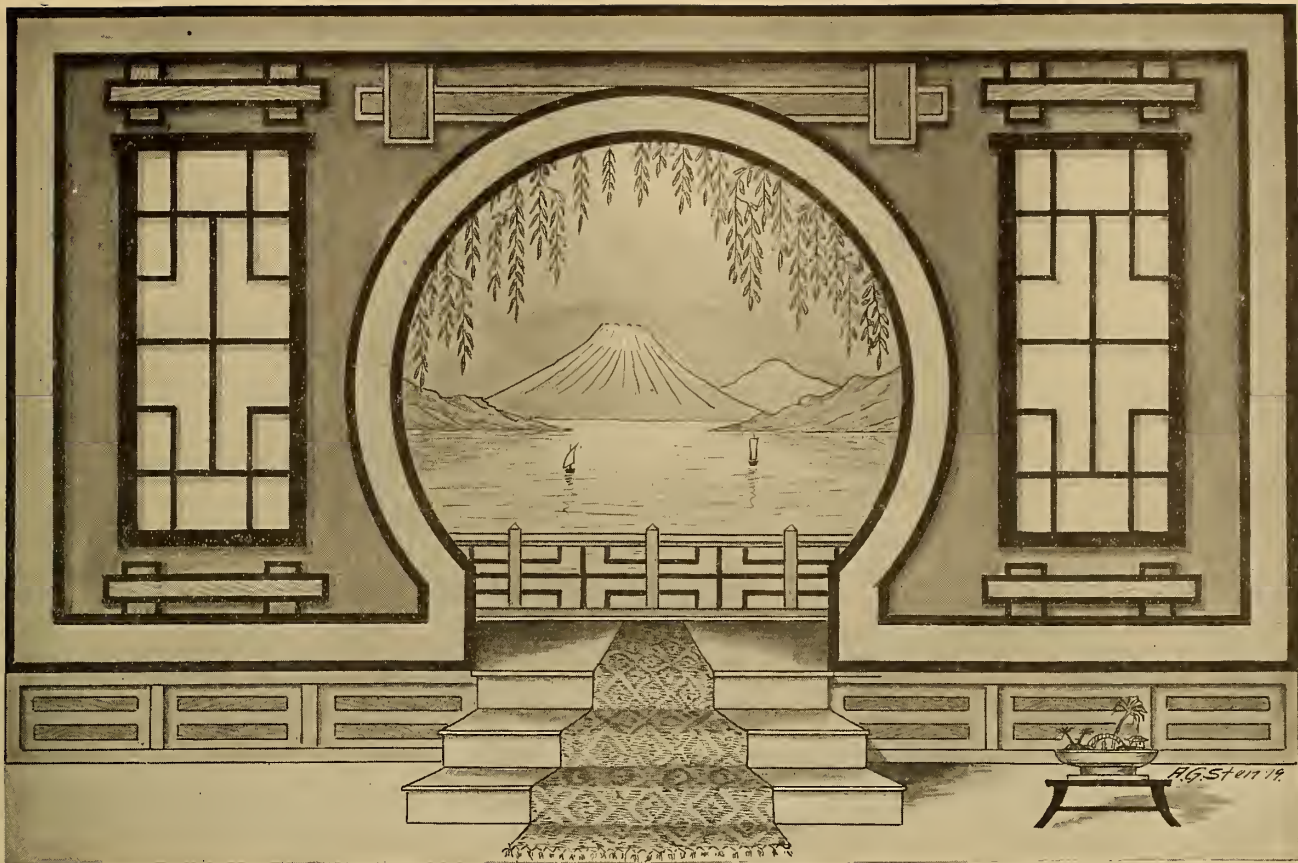
part of a scene in the screen production “The Forbidden City.” There are hundreds of opportunities and ways in which to gather practical and beautiful ideas for window settings if one will but keep his eyes open, and his pencil and paper handy. The magazines and periodicals also offer a great opening for a fertile and ingenious brain.

The “garden setting” is simple and inexpensive and at the same time a very attractive design for a window background. When I say inexpensive I naturally expect the display man to possess the abilities of a real display man. The scenic background should be painted in soft tones, and you should not make the common mistake of the average man, that of painting the distant mountains in strong colors.

The best effect in distance is obtained by using light blues, deep lavender or light purple; the closer mountains should then appear in stronger colors as the dis-



SUGGESTION FOR BACKGROUND BY A. G. STEN, WEST FRANKFORT, ILLINOIS.



JAPANESE BACKGROUND SUGGESTION BY A. G. STEN, WEST FRANKFORT, ILLINOIS.

tances appear to the vision of the artist. Do not, however, attempt to paint individual trees on the mountain sides or islands; content yourself with the general woodland effect. Do not make the effect too strong.

The stone walls at the right and left sides may be made of composition board, supported by a wooden frame work. The cut stone effect can either be produced in a plain stone finish, with either light or dark lines to indicate the combining mortar, or it might be produced in a stucco effect, in gray or in a terra cotta. The pergola should be in white or of a wood stain finish. The flower beds can be made by using natural moss, tissue paper, mattings or colored excelsior. Bright colored hollyhocks make a striking appearance in a garden setting, but are seldom used, the reason I have never found, but the effect cannot be denied.

The flower vases on the stone wall at the right, can, if you have not the real vases at your disposal, be cut out of composition board and painted. The garden seat may also be built of composition board and finished in any color desired. The floor can either be covered with muslin painted in squares, or composition board blocks, painted. This window is well suited for coats, suits, furs and dresses.

The halftone illustration presents a Japanese window which can be very easily made and does not require a great amount of skill. All the details of the Japanese idea must be carried out to the smallest detail.

We will take this design as we would install it in the window. First, we will stretch the scenic painting in the extreme back, then place the platform, which should be built solid enough to hold a wax figure (if one is desired). Then place the balustrade, which is built of 3x3 inch main posts, 1½ inch lumber being used for the balance. Then arrange the background or the wall, which is made of composition board and supported by a wooden frame. This wall should be painted in gray with the horizontal and vertical pieces painted on the wall. The window frame and inside frame-work should be built of lumber and painted solid black, and the back of same should be covered with tracing cloth (using the wrong side out) to produce a good transparency, but also this could be painted and a good effect produced by marking in good highlights and shadows. This done, we must cover the floor with natural colored Japanese matting, on which and in its proper place a rug is placed. A Japanese tea table and a vase with chrysanthemums will add greatly to the atmosphere. This is a good setting for gowns, suits, dresses, furs, kimono and Japanese goods.



MARSHALL FIELD & COMPANY conducted a most successful book fair last month in the book section of this great merchandising institution, with a most interesting program of exhibits. Several leading authors were present autographing their books, and an instructive exhibit by several of the Chicago publishing houses told all about book making.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

I would like to ask all readers who have inquiries to make relative to materials and when to buy them, or requests for information on how to overcome certain difficulties, to address their letters to the MERCHANT'S RECORD AND SHOW WINDOW, and not to me.

Inquiries of general benefit will be answered in the next issue following receipt of inquiry, or, if urgent, by mail.

The chief purpose of a trade journal is to be of use to its readers and it is in a position to take care of inquiries.



Inquiries come to me from all points of the compass. To answer one letter means postage, stationery, a quarter of an hour of time, worth at least a dollar-and-a-half an hour, and a quarter for the

public stenographer and this is impossible for any man working for a living to do gratis.

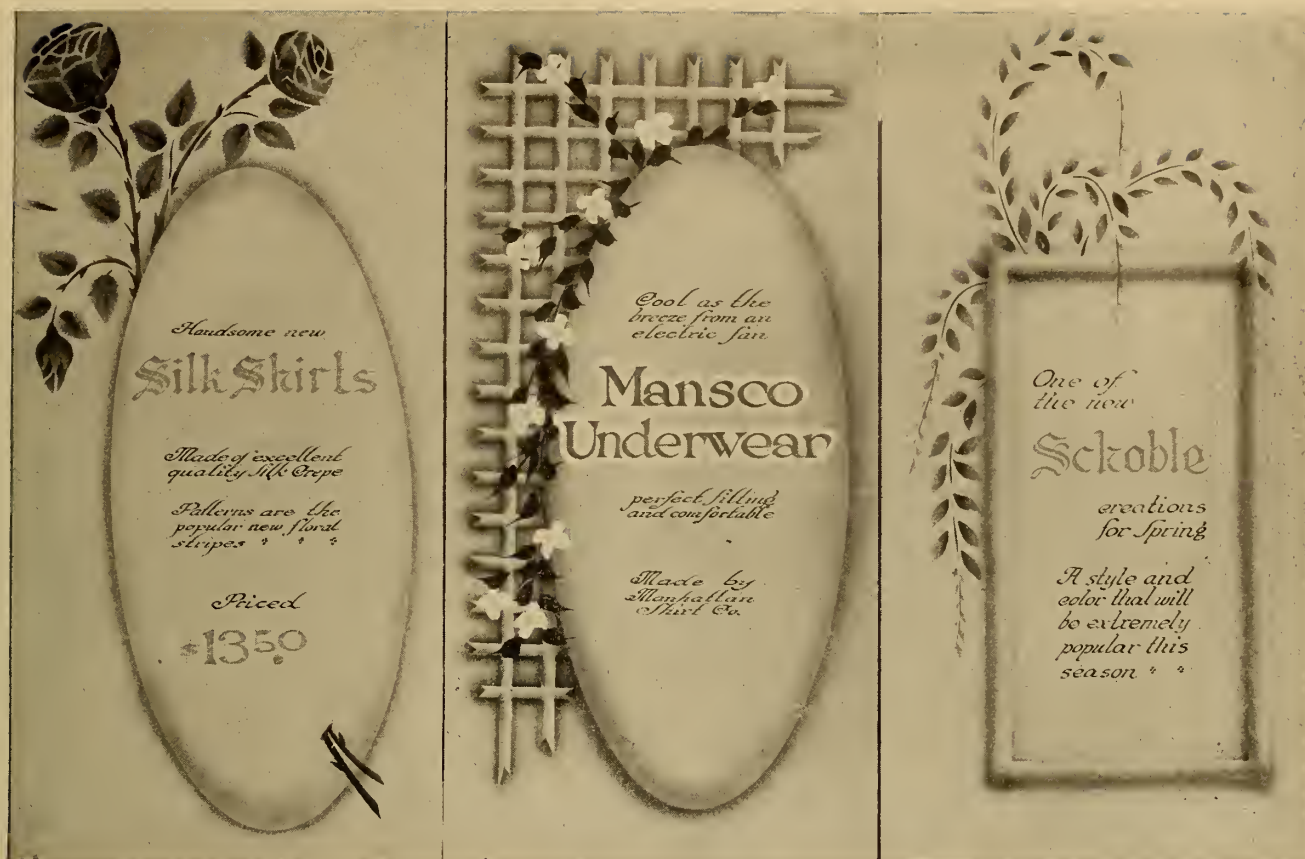
Months ago I commented on the fact that no mail is thrown away in a State street store until



it reaches the one who might be interested. In many small stores circulars go into the waste basket unopened and unread.

A reader interested in cardwriting or display lines should get the catalogs of every dealer advertising in MERCHANTS RECORD AND SHOW WINDOW and save them.

Lack of judgment is often used by buyers. For example, a person in California wrote me to send a bottle of Higgin's India ink by parcel post, C. O. D. Here's an article to be had in every hamlet in the country, and to mail it meant a twelve cent mailing case, twelve cents in postage, and an half-hour's time to take to postoffice, the clerk's time to make out the C. O. D. slip and altogether



I. A. D. M. CONTEST—CLASS 46—OPEN. 1ST PRIZE, A. L. MEADOWS, WASHER BROS., FT. WORTH, TEXAS.

that meant a dollar expense to handle a quarter item—to be had in any book store in any city over five hundred population in the United States or Canada.

Into my office yesterday stepped a youth with some window decorating books for Canada. He was peeved. The express was \$1.35, the mail \$0.35, yet the customer said C. O. D.—there's no C. O. D. mail to Canada. Here the purchaser lost a dollar and return charges on money, while it is worth three-fourths of that to write out three invoices and three manifests.

In my mail this week came three letters

Again a reader wants to know where to buy mat board. Here there is some excuse. In many cases manufacturers of this material do not care to bother with small orders. It takes as much of a man's time to pack six sheets for shipment as a hundred, and I want to impress upon you that the place to buy cardboard is, in most instances, your nearest shipping point.

The October issue of MERCHANTS RECORD AND SHOW WINDOW has no less than ten advertisements of dealers selling cardboard, and you owe it to yourself to read the advertising column of your authority as well as the news columns.

Do you ever try to go a little beyond your capacity in lettering? You must, to succeed.

Shown herewith is a holiday wreath. Make a

tracing of it with a soft, sharp pencil. By placing your sketch-pencil lines against a card, you can get five offsets by rubbing on back with end of a fountain pen or a burnisher. The house, moon and pine trees can be treated the same way.

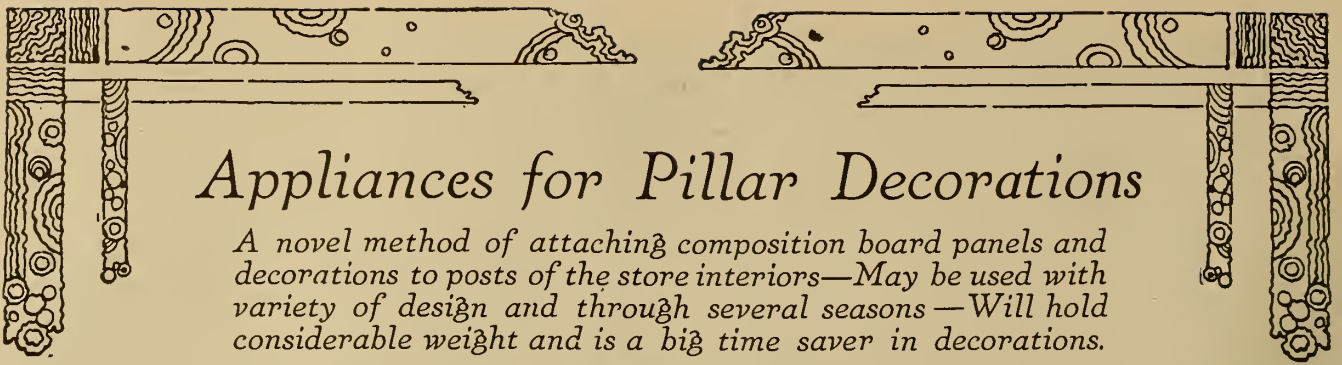
By placing this wreath in the upper left corner of a fifteen by twenty cream mat board, and the house scene in lower right (the card may be used either landscape or upright) you can get an effective card.

Trace pencil lines on the board with water proof India ink and when dry, wash in ribbon bow with Winsor & Newton carmine or any other good red. Lay the holly wreath in emerald green. When dry, color the berries red—they should not have been washed over with the green but rather have been left white to get full benefit of your red.

In the scene, color the moon orange, and lower trees in emerald green. The large trees should be dark green, chimneys orange, but snow-capped. The roof is snow covered and windows finished in orange. The sides of the house are greenish brown.

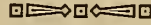
If you once get interested in water color it is fascinating. Every year I watch post cards for good designs and save them until the following year.

In the hope of stimulating a little interest in this work, I am going to try and show every month beginning December, a little skit, full size, to be used on a card and hand decorated.



Appliances for Pillar Decorations

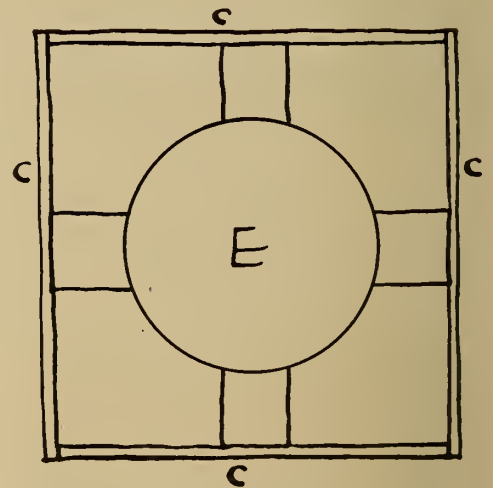
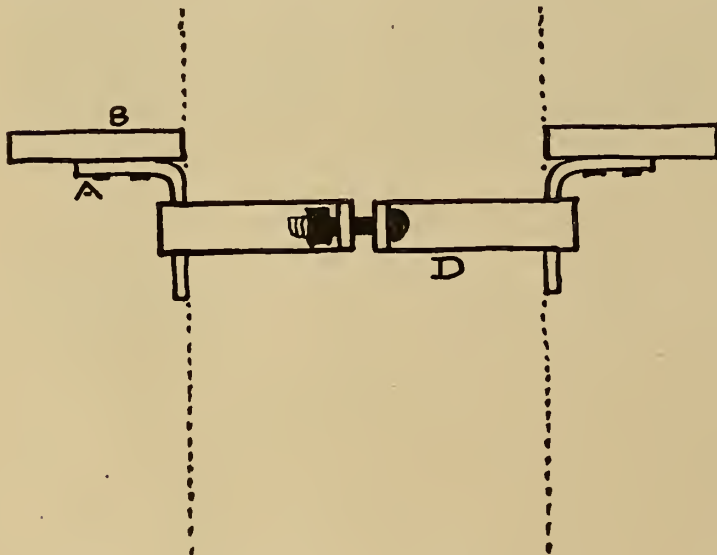
A novel method of attaching composition board panels and decorations to posts of the store interiors—May be used with variety of design and through several seasons—Will hold considerable weight and is a big time saver in decorations.



By Raymond T. Whitnah

MANY appliances have been used by various display men for fastening wall board panels and decorative treatments to the posts of the interior. With the variety of designs which can be executed through the medium of wall board, an appliance is needed which can be used for several seasons and which is adjustable to any size.

around one end, concavely, using 6 inches as a radius. Using this as a sample, all others can be marked and cut from same. Screw this strip B to angle irons A as shown in Fig. 1. On the other end of this nail a $\frac{7}{8}$ x2-inch strip $23\frac{1}{2}$ inches long, as shown in Fig. 1-C, using two pairs with strip this length and two pairs with strip $21\frac{3}{4}$ inches long.



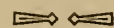
The writer has never seen this idea used by other display men, but having conceived it and used it with success, believes that it would be of value to others.

Let us take, for example, a 12-inch post around which we wish to place a wall board design having four sides, the design when completed to be 2x2 and 6 feet high. At any hardware store can be obtained what are called "angle irons" or "L" irons, which come in various sizes from 2x2 inches to 6x6 inches. These will hold considerable weight and can be fastened to wood strips with a $\frac{5}{8}$ -inch screw.

On a post of 12-inch diameter over which a four-sided panel is placed 24x24 inches, a dead-air space of approximately 12 inches is necessary on each of the four sides.

Cut $\frac{7}{8}$ x3-inch lumber $10\frac{7}{8}$ inches long and

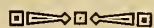
When placed around a post with a strap iron clamp band D they appear from above as E. Using set (E) on post near top of wall board design and one set near the bottom of design you have a solid frame work on which you can nail the four wall board sides, allowing wall board to match at corners as in F. If it is necessary to use a design another season that is smaller than 24x24, a new set of blocks can be made, but if one size is decided upon and used several times with varied designs the same blocks can again be used. It is a time saver as it is only a frame work and not a solid wood piece which would require gluing and doweling together.



ONE of the finest and best equipped boys' departments in the state of Oregon will soon be opened at the Salem Woolen Mills Store, Salem, Ore.

Notes from New York

The Fixture Situation—Exhibition of beaded laces at B. Altman's—Mr. Rossiter presents unusually attractive features at Macey's—Oppenheim, Collins & Company open new store in Pittsburgh—Department stores report phenomenal business—J. R. Trewhella enters automobile business in Jersey City—Other notes of interest.



By F. F. Purdy.

THE fixture people are working along in good shape on their orders and say they expect to fill orders for the Christmas fixtures and decorations in ample time. There is a great deal more interest on the part of display managers in getting all the goods due them on time than in the advance in prices that took place several weeks ago.

The horse show takes place early in November, and the receipts after expenses are paid will be devoted to the Salvation Army, according to reports. At this writing there is consideration of this coming event among the display managers, and the usual evidences of it will doubtless be seen in the windows, with possibly reminders of the useful institution that is the beneficiary this year.

The middle of October the entire Fifth Avenue front of B. Altman & Co., with the six large windows, was devoted to a very handsome exhibition of beaded laces, the finest made, with three beautifully draped forms of Mr. Frankenthal in each window, showing charming uses and combinations of the laces with the finest dress fabrics. This was the second of the impressive department opening exhibits at Altman's. The laces ran all the way from \$15 to \$40 and \$50 a yard. In recent Altman windows some massive floral vases were used, which were themselves the word of an artist in wood and materials to bring forth receptacles that were things of beauty, and the interesting part of it is that these vases were made in the Altman department.



WHITE SALE DISPLAY BY WILLIAM OXENREITER FOR KAUFMAN-BAER COMPANY, PITTSBURGH, PENNSYLVANIA.



DRAPES BY HERMAN FRANKENTHAL, EXHIBITED IN THE FIFTH AVENUE WINDOWS OF B. ALTMAN & Co., NEW YORK CITY.

The exquisite creation shown in the first illustration was a dress made of beautiful beaded lace which retails at \$18.50 per yard. A decided novelty was presented in the new loop style. The material was drawn around the waist and pinned, the jet design also started at this point, fastened on a wire loop twenty-four inches in diameter.

The second illustration presents another artistic and fashionable model in dress of black lace with gold design. The skirt of this drape is made of heavy satin, the materials being fastened around the waist and coming together in two points. The waist is of black satin and narrow stripes of flower-trimmed lace.

Mr. Rossiter, display manager at Macy's, is now in a larger headquarters for his department at his old location, and with many new and useful auxiliaries for furthering his work. There are windows by the staircase leading up to it and to the millinery department, which are likely to be unusually productive by reason of their location, and which will receive much attention. And on the outside of the decorative headquarters, visible all over the main floor, will, from a high location, be a set of other windows. A conspicuous feature of the main floor the last half of October was what Mr. Rossiter called "Pumpkin avenue," with a huge pumpkin at rear end, aloft, with the grinning features of the knight of Hallowe'en prominent, and at the other end of the avenue, over the entrance, inside, a row of black cats, with the backs duly humped, on a red background.

A Macy window that attracted unusual attention depicted a scene in the southern shooting lakes and marshes, with the bullrushes or canebrakes all round a pond, on which were riding several decoy ducks. The hunter was partially hidden, with his gun leveled at a covey of ducks just rising on the painted scene that skirted the sides. It was all very real indeed. Mr. Rossiter tells us that the bullrushes, etc., are all real, and were taken from marshes adjacent to New York and installed in the window. The tank in the center is permanent, and will be used for various water scenes in connection with merchandise. It will be useful, for instance, for a bathing suit window, classical scenes, etc. At other times this tank will be covered over with flooring and used for furniture and other merchandise. This was the former site of some of the finest furniture displays in America, as before the change in

the entrance this was Macy's famous furniture window. This duck-shooting window, by the way, was accompanied by a reminding card of the sporting goods department. There was not room to show the various guns and rifles in that window, and they were neatly shown, leaned against the side of a barn, in realistic manner, in two windows just the other side of the entrance.

The new store of Oppenheim, Collins & Co., in Pittsburgh, was opened October 1, and is reported to be beautifully fitted up in windows and interior in walnut. Mr. Armstrong, formerly assistant to Mr. Benjamin, general display manager for the house, in New York, has been appointed to take charge of the windows of the new store, and is now on the field.

The Price & Rosenbaum store on Broadway, Brooklyn, has been acquired by J. D. Wilson & Sons,

who will, in November, begin to operate it under that firm style, with new electric signs, etc. The old management were close in affiliation with Rothenberg & Co., of Fourteenth Street, New York, and Mr. Wilson, senior, was formerly a buyer for one of the largest Rothenberg departments. He has for some months been devoting considerable time to the Price & Rosenbaum store, and it is understood that the standard of merchandise carried will gradually be materially advanced. This is a wise move, for there is a large and prosperous clientele out on Broadway, Brooklyn. Display manager Thorkild Larson will thus come into a situation even better in keeping with his talents than ever, for he has done unusual work for Broadway and added not a little to the standing of that thoroughfare by his handsome displays. He has what is probably the longest unbroken window stretch in the Metropol-



ANOTHER SET OF EXCLUSIVE DRAPES BY HERMAN FRANKENTHAL, DISPLAY MANAGER FOR B. ALTMAN & CO., NEW YORK CITY.

Another new style drape is shown in the third illustration. The skirt is of heavy black satin with black and gold lace retailing at \$10.75 per yard. On the hips at each side a wire is fastened over which is arranged narrow lace of black and gold and given a puffy effect. A beautiful trimming falls gracefully from the waist to the bottom of the skirt.

Illustration Number 4 shows a dress of black and gold brocaded silk, which material sells at \$21.00 the yard. The skirt of silk is of the straight line effect to the bottom, where beautiful gold lace starts and is brought up in graceful folds to the waist line. The waist is made of blue velvet and draped with narrow widths of gold lace. A handsome red flower is placed at waist.

itan district, 125 feet, which is the distance from one entrance to the other. The windows are not separated from each other, but into each the proper merchandise is put, which is blended naturally into the next line of goods shown. The entire 125 feet is an interesting succession of melded displays of wearables that attracts widespread attention. Mr. Larson is an adept in working up attractive and novel settings and backgrounds, ingeniously put together in the department, in which he is assisted by his next man, Stephen Garby, a young man of excellent attainment for his age, and even better promise. Mr. Larson has recently removed all outside showcases, including the one between each of the two entrances. In their place he has installed within each entrance an island window in which some large displays can be made.

Department Stores Report Big Business.

The department stores here are doing a phenomenal business, and in many lines the question is far more of merchandise than sales. Advance holiday sales are already being made in some departments. "People come in here," said one buyer, "who you would scarcely think had lunch money, and there appears to be no limit to the price they will pay. This department may be somewhat exceptional, but on October 7 we had duplicated the entire sales of the month of October, 1918, which was not a bad month, either. A strong sale helped us during that week, I ought to explain, but it does not account for all this big record. The fact is that people are in wonderfully fine condition for buying, and this store is no exception."

Prospects for holiday displays seem to be in favor of their running about as usual. Arrangements are going ahead at Gimbel's for a run of color, action, display and a featured toy exhibit that has characterized their store at holiday time, and the usual display, we understand, will be made at Wanamaker's.

W. C. Tormey is the new display manager for Best & Co., with A. Fink as his assistant. Mr. Tormey comes from the staff of Mr. Katz, display manager for Abraham & Straus, Brooklyn, with whom he has been for the past seven years. Arthur Shrader, former assistant to Mr. Trehwella at Best's, was placed in charge after the withdrawal of the latter, but is understood to be under the weather. Mr. Trehwella, so long and well-known as display manager at Best's has gone into the automobile business, and beginning with October opened up a garage in Jersey City, where he has lived for many years, which he operates on his own account.

Gimbel Brothers held their anniversary sale during the month of October, and ran a succession of widely-advertised sales throughout the month, with

special values in each department. Mr. Hopkins co-operated strongly in the windows, which teemed with attractive exhibits of merchandise of all descriptions. The anniversary sale was conducted by a committee consisting of the general manager, merchandise men, display manager, advertising manager and special bargain table man, and the interests of the buyers in the various departments were represented by their respective merchandise men, their plans being submitted many months ahead.

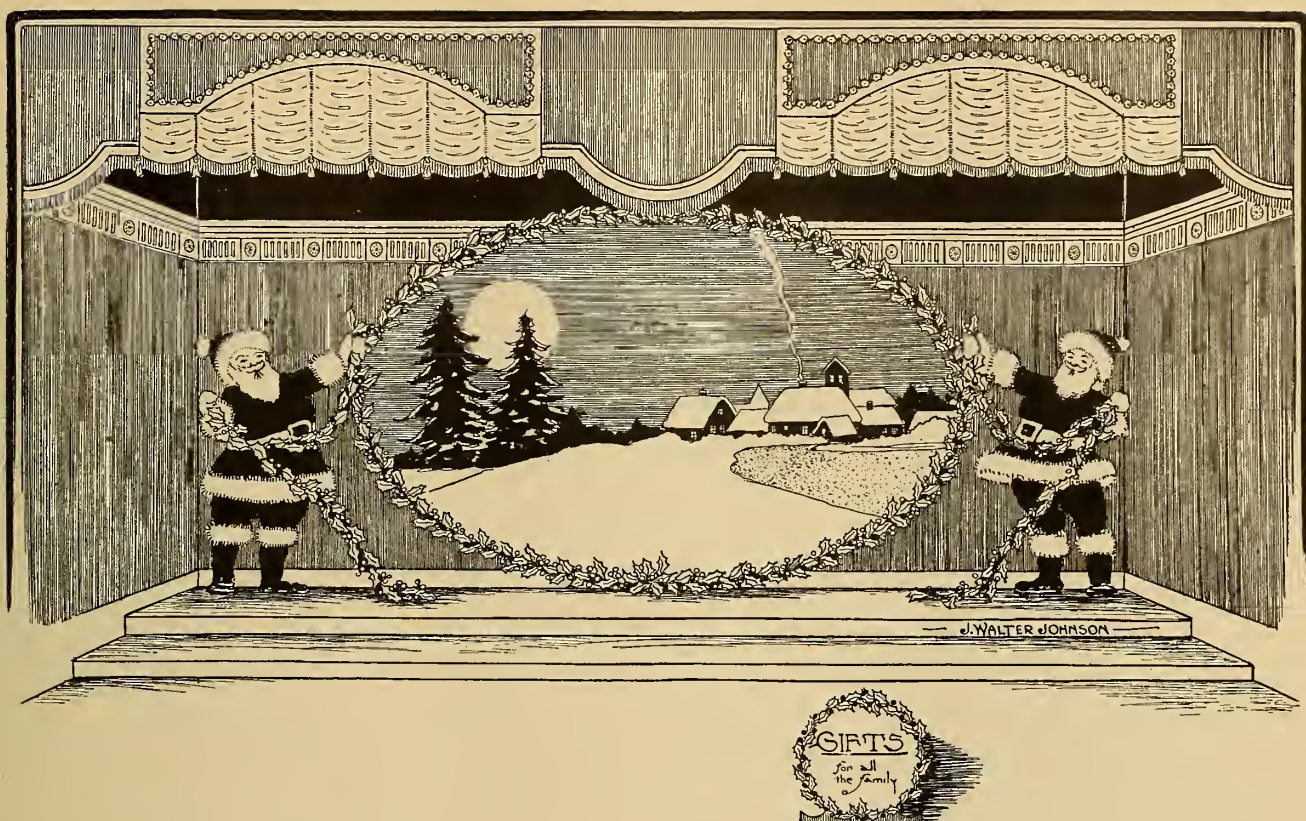
During "blouse week," which was promoted hereabouts during the middle week of October, there were many interesting windows presented at department and specialty stores, under the encouragement of the awards that were offered by the blouse manufacturers, who are a very alert and able body of men. They specified amber and gold to be the color scheme for the windows, exhibits of which were to be entered, together with ample and appropriate settings to harmonize.

Charles F. Wendel, display manager of the J. L. Hudson Co., was on a visit to New York in October, and now appears to be coming here monthly. He has a notably fine post and is keeping in close touch with Eastern headquarters.

The new Bloomingdale subway windows were opened some weeks ago, with three additional subway windows at the point where the crowd comes through at the terminal of the B. R. T. subway. Along the older Lexington avenue subway there are two very large windows in the Bloomingdale subway window section, and several smaller ones. Mr. Dulz and five assistants take care of all windows.

Addition to Brooklyn's Shopping Thoroughfare.

The new Bedell store, on the south side of Fulton street, Brooklyn, is a distinct addition to the life of this main Brooklyn shopping thoroughfare, with its golden treatment of the windows, in conformity with the Bedell New York scheme, so familiar to shoppers on 34th street. The floor covering is a golden hue, as well as the valances, and the effect is warm and glowing, and enticing to passers-by to gravitate into the promenades behind the island windows. Display Manager O. F. Cook was a busy man at the opening early in October, and greeted many of his fellow craftsmen, including Messrs. Harry Precht, of Martin's, Brooklyn; Lahey, of D. Price & Co., Brooklyn; Katz, of Abraham & Straus, and Berg, of Bonwit, Teller & Co., of New York. The place was a bower of flowers, from the many tributes that were sent in by the friends of the house. Mr. Fleming, display manager for the Pittsburg store, was a visitor around that time, coming on to get a line on some of the progressive New York developments in the line. The Bedell management will shortly open stores in Detroit, Cleveland and Chicago in the or-



SUGGESTION FOR CHRISTMAS WINDOW SETTING BY J. WALTER JOHNSON, POWER'S FURNITURE CO., PORTLAND, ORE.

der named, and if the buildings are made ready as quickly as that in Brooklyn, these stores will be doing business in a short space of time.

Mr. Weisgerber, display manager for Lord & Taylor, is perhaps the greatest enthusiast in the country on the color scheme of orange and black, and it is safe to say that no one has used this scheme so extensively and effectively as he. His latest along this line was a couple of adjoining windows in which he had background panels of orange, with borders—narrow borders—of black, and high in the center of each panel a hanging black “pull” depending from a black rosette. Various lines of merchandise, harmonizing in hue with the colors and in form with the objects, were shown. Mr. Weisgerber is using floor coverings of alternate black and white squares, which are very effective.

McCreery's have been strongly featuring their “new shoe department.” The Sorosis shoe depart-

ment has disappeared, to be succeeded by the “McCreery” shoe department, in the same space on the second floor, but in a rejuvenated department. A fine new blue carpeting has been put down, and Display Manager Beyer has secured a lot of new fixtures and furnishings. At the time of the change an entire half front, consisting of three windows, was assigned to shoes. One window was carried out all in Queen Anne style fixtures, the merchandise being all low shoes. The fixtures of another window were entirely of Chippendale type, with high shoes. The fixtures of the center shoe window were all covered in blue velvet and were made after Mr. Beyer's special designs. Evening slippers in silver and gold and other hues were here shown on pedestals and stands, and a big jeweled floral exhibit was in the background. This fine window was “pointed up” by the exhibit of a fine evening gown shown in the center, front.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN
International Association of Display Men
Kansas Association of Display Men

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****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

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****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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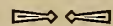
November, 1919

Luxury Tax A Failure

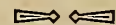
THERE seems little hope for relief in the many obnoxious taxes imposed on merchants and consumers by the War Revenue Act until, at least, that time when the next regular session of Congress is called on the first Monday in December. With the Senate wrangling on the Peace Treaty and the House feebly considering the budget system bill, prospects for immediate consideration of important tax problems are indeed anything but bright.

Reports of the treasury experts relative to estimated revenues for the past twelve months due directly to receipts on so-called luxury tax show that the total receipts from this source has fallen short by a wide margin of the expected results. This unsatisfactory result of one year's experience with the luxury tax is now being taken up by representatives and senators as a weapon to play an important role in the attempt to repeal this bit of bad legislation when the matter is taken up. Merchants, however, should be warned that the repeal

is far from being assured—in fact, a greater effort than heretofore exerted by merchants is necessary now, and protests of the continuance of this burdensome and ridiculous tax should be lodged with their respective congressmen.



A NEW portfolio, *One Hundred Backgrounds for Show Windows*, will be off the press in a few weeks and display men desiring a copy of the first edition of this unusually instructive and practical book of suggestions should send in their orders. More than one hundred backgrounds, screens and panels are included in the new book, representing the creative results as applied to the show window background by the leading display artists of the country. In the major portion of them the merchandise displays are presented in connection with the setting, while in others the background sketch is shown with detailed specifications for the construction of its various units. Display men will find the new book a most valuable addition in the display department and worth many times the price, which is one dollar. Send one dollar to Book Department, Merchants Record Company, 431 South Dearborn Street, Chicago, Ill.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.

Thos. F. Condon, Pensacola, Fla.

Harry W. Hoile, Johnstown, Pa.

Chas. T. Boyd, Seattle, Wash.

Carl Goettmann, Pittsburgh, Pa.

J. H. Wood, Paris, Texas

C. M. Shrider, Zanesville, Ohio

E. J. Short, Rochester, N. Y.

William G. Bill, New York, N. Y.

Henry Sherrod, Lincoln, Nebraska.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

C. O. Greer's Historical Exhibit

C. O. GREER, display manager for The Hudson's Bay Company, Vancouver, B. C., has been the recipient of much favorable publicity through his unique and clever presentation of an historic event at the Vancouver Exhibition, held at Vancouver recently. The well-known artist took for his subject the signing of the charter to the Hudson Bay Company, by King Charles II, on May 2nd, 1670, when that monarch handed the charter to Prince Rupert. The exhibit was in three parts, the first typifying the scene in the royal household, when the prince was given the charter; the second was indicative of the first business of the company in Canada, the fur business; and the third showed an extensive collection of rare historical relics from the different stages of the 249 years of continuous Hudson Bay Company service. The exhibit was considered the most pretentious and expensive ever presented in the Dominion.



Beautiful Electric Display

WHAT has generally been termed the most beautiful series of electric supplies displays ever produced in the window was recently presented through the show windows of the Commonwealth Edison Company, Adams and Clark streets, Chicago. The artistic settings, perfect in color harmony and arrangement, was created and installed by Robert O. Johnson who has charge of the display department of this great electric institution. In connection with the feature windows an elaborate interior treatment was presented.



Order Now for Spring

EARLY last spring we began urging merchants and display men to place their orders early for fixtures and all sorts of display material. We are still hammering away on the same subject and the advice is as pertinent today as it was six months ago.

Fixture manufacturers are doing everything possible to keep up with their orders but the demand for all kinds of display equipment continues undiminished and there is every indication that next spring this demand will be greater than the supply. Those who order their fixtures early will get them—those who hold their orders up will probably be disappointed.

Then there is the question of price. There is every reason to predict that fixtures will be higher in price six months from now than they are today. Labor is the big element in the pricing of most fixtures and the cost of labor is steadily advancing. A fixture manufacturer recently told the writer, that he had advanced the wages of his workmen four times during the past six months. This is true of most manufacturers. Labor will continue to go

higher and this item must be added to the prices of fixtures. The same applies to flowers and decorations of all kinds.

To the display man who is accustomed to placing his orders a few weeks in advance, spring may seem a long way ahead, but it is not so far ahead for the manufacturer who is months behind with deliveries and more orders coming in every day.

As a general rule, it may be stated that orders will be filled in the sequence in which they are received and practically every manufacturer has orders already booked that will keep him busy for some time to come. There are only five or six months between now and the spring opening season so the safe thing to do is to put the order in as soon as possible.

Order now and be sure.

Our Service Department.

With the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

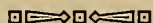
Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Advertising Service
Outside Show Cases.....	Metal Furniture.....
Show Cases.....	Shelving
Clothing Cabinets.....	Counters
Bargain Tables.....	Wood Display Fixtures....
Store Seating.....	Metal Display Fixtures....
Lace Racks.....	Wax Figures
Rug Racks.....	Papier Mache Forms.....
Curtain Racks.....	Electric Signs.....
Backgrounds, Ornamental...	Window Lighting.....
Backgrounds, Hardwood....	Show Case Lighting.....
Cash Carriers.....	Artificial Flowers.....
Package Carriers.....	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks.....	Air Brushes.....
Advertising Illustrations ...	Store Designing.....
Write in names of subjects not listed.....	
.....	
.....	
We expect to build (.....) Remodel (.....)	
Date	
Name	
Address	
.....	
Dimensions of Store.....	
.....	
.....	

Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

State Street Notes

State street stores inaugurate "buy early" campaign—Point out the need of such action due to the shortage of merchandise this year—Albert Hoefeld to open clothing stores in basements of seven loop shops—Winter outergarmenting for women attractive.



WHILE early Christmas shopping has been generally urged for the past several years the necessity of early purchasing of holiday goods this year is more imperative than ever before. The reason advanced for the early shopping campaigns of previous years has been principally one of convenience, in order that the final week's congestion with its tremendous burdens on the salespersons would be reduced, and at the same time lessen the amount of inconvenience to customers bound to occur to a degree in enormous shopping crowds. However, it is not merely a question of congestion this year, but a more impelling reason—the shortage of merchandise.

There is every indication of a real old-fashioned Christmas, one which will be generally and wholeheartedly celebrated. Naturally, there will be a tremendous demand for merchandise, and such reliable

business institutions as Marshall Field & Company is, through newspaper advertising and publicity putting the facts of the merchandising situation to the people, and at the same time calling attention to the advisability of early shopping in order to avoid disappointment. As early as Monday, October 27, Marshall Field & Company came out with great advertisements featuring holiday merchandise and several other State Street Stores followed closely. The advertisement of Marshall Field & Company provided for an editorial on the reasons for early shopping.

Exquisite creations continue to attract throngs to the show windows of the State Street stores and the heavier materials are gradually replacing the silks and crepes so generally shown a month ago. It is particularly noted that tailored suits are rapidly returning to favor—in fact no display is complete



FALL OPENING DISPLAY BY DISPLAY MANAGER TANNEHILL FOR CARSON, PIRIE, SCOTT, CHICAGO, ILL.



ONE OF THE OPENING WINDOWS AT THE HUB, WHERE MR. BEAVER DIRECTS THE DISPLAY DEPARTMENT.

without a goodly representation of them. Velvets and velveteens are popular and particularly chic in the French design. Interesting creations in crinolines are causing unusual attention.

There seems to be no set limit on the length of coats now showing, and in fact, many of them present cuts even shorter than hip length. Some extend half way between hip and knee, while others vary in length from the knee to the ankle. It will be interesting to note the trend of demand. Paris has been wearing the "below knee lengths" for the past six or seven weeks. Jackets seem to have high, enveloping collars, mostly of fur in various shapes. The collars are most generally matched with deep cuffs of fur. There seems to be no edict governing wearing of belts—some jackets have them, and as many are minus this accessory. Browns and bieges seem to be the popular demand with velvet taupes in strong favor.

The loop stores of Albert Hoefeld have arranged to play an important role in the defeat of old H. C. L. wherein it concerns itself with men's clothing, and have arranged to utilize the basement spaces of all Hoefeld stores in which will be maintained a men's clothing department. Merchandise from these departments will be offered at a greatly reduced price, a fact made possible because of the department having no rent charges. The first basement clothing department of the company was opened in the State and Washington Street store on Monday, October 27. During the first week \$2.50 ties were given free with every purchase of a suit or overcoat.

For the most part, the Fall opening backgrounds remain in place as we go to press, though William A. McCormick, display manager for the Boston Store, has taken down that great setting of Insulite in the Madison-State window and has massive mirrors in place. In the other windows, however, the Fall settings remain. At M. L. Rothschild's, where Harry Davis directs the display department, beautiful green drapes with gold designs have supplanted the scenic panels in all windows. A complete change of merchandise is made here every week and these displays continuously present perfection in arrangement, handling of merchandise and in color treatment.

A window at the Fair has been attracting unusual attention, and is given over to a display of labor saving devices for the housewife. A clever kitchen scene is presented with the various utilities well displayed. The large tapestry panels, referred to in the October *MERCHANTS' RECORD AND SHOW WINDOW* are still to be seen in the other windows of The Fair. Mr. Beaver, display manager for Henry C. Lytton & Sons, or The Hub, is featuring in one of his State Street windows a showing of Copley check suits, at present being strongly advocated by the management of The Hub. At Hilton's, beautiful paintings were used in connection with an attractive showing of St. Kilka wool suits. The pictures were paintings of scenes made where the St. Kilka wool is grown. The windows of Rothschild & Company present a series of beautiful displays featuring in a decorative way a handsome wicker basket of artificial flowers in each window.

A Profitable Display Feature

A MOST interesting display, having as its purpose the linking of the store with nationally advertised goods, was recently exhibited at Cunningham's Drug Store, Detroit, where C. E. Ely has charge of the display department. The results of the advertising feature presented in the accompanying illustration were most gratifying, and in addition to manifesting its influence through a great volume of sales for the various departments, served to register an impression in the minds of the shopping public that "advertised products may be procured at Cunningham's."

Commenting on the value of the recent display, Mr. Ely said:

"The window display of national advertised merchandise is always a sure business puller and can be worked in occasionally with very little previous preparation.

"In the display illustrated here, I took a newspaper double page and pasted ads on it, carefully keeping the lines between the columns intact and using a large signature cut from one of our own advertisements at the bottom, giving it the appearance of a double-page spread by our own firm. Headings from Detroit's four leading dailies protruded over the top and from behind.

"From each individual ad extends a narrow ribbon to the advertised goods, with price tickets neatly arranged on all merchandise. Magazines opened to ads are shown in various places with the merchandise that is advertised, as far as possible, placed on the ad over the picture of the article.

"This window has a double value. First, it has nearly as much merchandise as a general display would contain, and it attracts to a greater degree. Second, it is



DISPLAY BY C. E. ELY FOR CUNNINGHAM'S, DETROIT, MICH.

a future business builder, because it places the fact in the minds of the people that whatever they see advertised in their magazines may be had at Cunningham's, thus carrying out our advertising slogan, 'If you see it advertised in your magazine you'll find it at Cunningham's.' I put a 'nationally advertised goods' window in one of our five stores once each month."



PLATE No. 1060. DISPLAY BY ROBERT O. JOHNSON FOR COMMONWEALTH EDISON COMPANY, CHICAGO, ILLINOIS.

This is one of the series of beautiful displays recently placed in the show windows of the Commonwealth Edison Company. The composition board background was covered with slate grey wall paper in large tile block effect in harmony with the blocked floor of purple and grey. The doors were finished in black and gold silk drapes and

coiled grape vine offered the decorative features in the rear and about the door. The vine was grey with purple leaves in clusters of purple grapes. The furniture used for the occasion of this showing was loaned through the courtesy of Marshall Field & Company. The velour hangings were in purple shade to match the purple in the floor blocks.

Display Men If you want to know how to increase your income—answer this ad.

Card Writers can study this course either at the school or by correspondence. Full details by answering this ad.

Advertising Men This is the only school specializing on teaching Retail Advertising. If you are interested in this study, either at the school or by mail—answer this ad.

Merchants Do you have a son or bright boy in the store that you want to do your Advertising and Window Work? If so, send him to the Koester School—write for details.

Clerks The next step to a higher salary is to do the Show Window Work or Advertising. If you are ambitious you will want to know how we can help you—write for details.

**YOUR NAME on
this page will start
you on the road to
greater success.**

It will cost you nothing to write your name and address on this page and mail it to us—and it may be the most profitable thing you ever did.

For nearly fifteen years we have made a business of fitting young men for successful careers in Window Display, Advertising and Card Writing.

We have had an experience in this work that assures you the greatest amount of expert training in the shortest possible space of time.

We have built up the only organization of its kind in the world and have unusual equipment and facilities for carrying on this work.

We cannot, of course, give you all the information you want on this page. It takes a catalogue of over 100 pages.

“Methods That Will Make Your Work Successful”

Are fully outlined in this Catalogue. If you are interested, send in your name and address today. You will find this free book of remarkable interest, full of valuable ideas found in the work of successful graduates—and it's yours for the asking.

Write Here Your name, street and number, city and state

I am interested in full details covering the instruction given by the Koester School. Please send details.

Tear Off and mail today to **THE KOESTER SCHOOL, 314 S. Franklin St., Chicago**

International Association

of

Display Men

First Vice-President

L. F. DITTMAR, National Cash Register Co., Dayton, Ohio.

Second Vice President

BERT CULTUS, Rhodes Bros., Tacoma, Wash.

Third Vice President

JAMES R. TREWHELLA, Best & Co., New York City.

Treasurer

L. A. ROGERS, John D. Mabley, Detroit, Mich.

President—E. DUDLEY PIERCE, Sibley, Lindsay & Curr Co., Rochester, N. Y.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids, Michigan.

An Educational and Business Organization

Executive Committee

B. W. CHRISTOPHEL, Chairman, Frank & Seder, Pittsburgh, Pa.

Program Committee

CHAS. F. WENDEL, Chairman, J. L. Hudson Co., Detroit, Mich.

Publicity Committee

JAMES W. FOLEY, Chairman, 431 So. Dearborn St., Chicago, Ill.

Educational Committee

A. E. HURST, Chairman, 231 W. 39th St., New York City.

Membership Committee

SAMUEL R. WEISS, Chairman, Chicago, Illinois.

Demonstrations on Competitive Basis

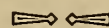
RADICAL departures from the methods of presenting past demonstration programs of the International Association of Display Men conventions will be inaugurated, according to present plans of Charles F. Wendel, display manager for J. L. Hudson Company, Detroit, Michigan, and chairman of the I. A. D. M. Program Committee, when this big international body of display men convenes for its twenty-third annual meeting at Hotel Statler, Detroit, next July.

In previous years the chairman of the Program Committee selected previous to the convention dates, a list of recognized artists in the display profession for demonstrations, endeavoring, as far as possible, to secure the best and at the same time provide for demonstrations covering the whole field of display work. This method has not been varied, though no program of demonstrations has yet been carried out without several substitutions of both demonstrator and the character of merchandise to have been demonstrated. In not a few cases has it been necessary to eliminate important demonstrations from the program because of failure of the listed artist to attend the convention and the subsequent failure to arrange for a substitute at the last minute. Then also has it been observed that there is generally too much reciting what the proper display has done and what may be expected of it and a too frequent inclination on the part of demonstrators to lecture. As a result, there has not been enough of the actual demonstration.

Mr. Wendel, whose fame as an artist of exceptional merit is known in every country where merchandise is shown in windows, and who originated and directed the first fashion shows in the United States, has again brought his originality and excellent judgment into play by instituting a new method of conducting the feature phase of the convention—that devoted to the educational features through demonstrations. He has decided, after consultation

with co-workers on the Program Committee and President E. Dudley Pierce, to place that part of the program dealing with demonstrations on a competitive basis, eliminating in entirety the selecting of demonstrators by the chairman of the Program Committee. The program will be divided into classes, one devoted to every phase of merchandise displays—women's ready-to-wear, men's wear, boys' clothing, shoes, haberdashery, laces and ribbons, specialty display, etc., with a fair allotment of time for each class. Any display man is eligible to enter in any or all of the classes, providing he is a member in good standing in the International Association of Display Men, and also affiliated with the local organization in his city, the local also being properly associated with the parent organization. Silver loving cups will be the award in each class. Other regulations governing the educational program will be announced in this department in an early issue.

Chairman Wendel has his local committees organized, each having its specific duties, upon which reports are demanded by Mr. Wendel at each regular bi-weekly meeting of the Detroit Display Men's Association. Arrangements have already been made with the management of the Hotel Statler whereby display men will find it possible to secure "two-in-a-room" accommodations at a nominal expense.



The tidal wave which wrecked its vengeance on the city of Corpus Christi, Texas, not long ago, included in its hundreds made homeless, a display man well and popularly known in the profession, and a member of good standing in the I. A. D. M. The misfortune of this man has been brought to the attention of the offices of the I. A. D. M., and they at once decided it a duty, and in accord with the ideals of the organization to extend to this brother in distress the earnest assistance of that body. For this purpose, display men are urged to contribute as liberally as possible toward the rehabilitation of this unfortunate display man's home. Direct all contributions to

E. DUDLEY PIERCE, President, I. A. D. M.
c/o Sibley, Lindsay & Curr, Rochester, N. Y.

FEDERAL ELECTRIC SIGN



—12 Months to Pay

The first payment brings you the sign—you have the 12 months to make the final payments. Pays for itself many times over.

Gives Your Store a Prosperous Appearance

It makes your store front cheerful and inviting. It seems to say, "Here is a prosperous merchant—he is up-to-date." And people like to trade at prosperous stores. Day and night it works for you, drawing prospective customers past less attractive stores to your place of business. While your competitors are lost in darkness, this beautiful electric sign attracts trade from blocks in each direction. Made of porcelain enameled steel—bright white letters on a blue background. Will not rust, rot or fade—never needs refinishing. Costs only a few cents a day for electricity; no other maintenance expense. Let us send full information—just mail the coupon. No obligation.



Tear off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

Representing FEDERAL SIGN SYSTEM (ELECTRIC), Lake and Desplaines Sts., Chicago, Ill.

Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 12-months-to-pay plan

Name.....City.....State.....

Street and No.....Business.....

Store Frontage.....No. of Floors.....

(MRSW-11)

An Invitation to the Detroit Convention

Detroit, Oct. 15th, 1919

dere display fellers:—

the boys held a meetin the other night. charlie wendell was the boss of it and one of the other things he done was to give me the job of writin you that the “bunch” in Detroit say hello and that we are on our way doin things for the big Convention were goin to have next july in this place what the people call Dynamic Detroit.

take it from me its dynamic all right and ill bet you say so To when you get here. charlie and I seen the big guy who has charge of everything in Mr. Statler’s hotel and say—he was the nicest feller you ever saw. came right out the very first thing and asked us what he could do us for—charlie woke up with a start and told him he never seen a man yet that could do a display feller and the big guy laffed and said he knew all about that cause he was once a assistant to Jim Berg way back in the good old cheese cloth days—we had to laf about this on account of Jim makin believe hes only a kid—

well anyway mr Statler is awful glad to donate his hotel. i dont mean the whole works but the whole 2nd floor and like clem keiffer said the first time he went to chicago its some place.

the room for the meetin and where the display fellers are going to educate is the grand ball room they named it that because its a grand room

well anyway, it faces a grand park and has about 20 grand windows that let the grand light and the grand air in and will seat about 2000 grand display fellers. then there is a grand lobby where all you fellers must register your right name and where you hail From and pay your dues To the society and get any kind of news you want about where to go and where to stay away from and how to get there. theyll be a young feller there all the tyme so dont worry about that and he’ll be a feller that’ll tell the truth to—and he wont charge a cent for what he’s talking to you about

Then charlie says to me—were going to take care of the wimen folks the best ever when they get here—that there parlor with the library and the baby grand piano and the lookin glases and everything is a dandy place for the girls to meet and doll themselves up and talk about their husbands while theyre waiting for him to buy em a “rasbery sundy”

its goin to be great for the girls and charlie says dont be aFraid to save money enough to bring em along—the way charlie talks I think he likes the ladies real good but i know his wife and shes so good a Feller that

she thinks he’s all right—so there you are—anyway dont forget to bring the family. they’ll have that much fun they’ll talk about it for a year

Then i says to charlie—i had a letter from a display feller down in oklahoma and he says would you please have a “picture room.” he said he was a regular customer at these conventions and that he liked to look at pictures and that he knew lots of other fellers in the same boat. charlie says what kind of pictures and i says pictures of store windows with goods in em. oh says charlie you mean pictures of window displays sent to the convention in competing for prizes and i says yest thats what he means and then charlie asked the boss of the hotel for a nice big room to fix the pictures up in and make it so everybody could see em and we’re goin to have it so that settles that

Say you ought to see the place weve got for the manufacturers—its a bear. theys nothin to good For them “birds” so charlie is going to have em “sittin pretty” in Detroit. theyre going to have a regular place to show their goods and charley says when he completes all the details that these makers of good things for the show window are goin to be awful glad they came

charlie told me not to say anything but i kind a think hes got a lot of real new stuff to spring on the mob in the way of demonstrations etc

anyway the bunch here is up and on its toes all ready and eager to fight for anything that is good for the I. A. D. M. and for a better convention than we have ever had

Yours Truly

L. A.

P. S. charlie says if any of you fellers have any suggestions to make to shoot em in



Educational Matter Ready

THERE are now, in the office of secretary, several sets of educational matter, ready to be sent out to the affiliated clubs which apply for such matter. These include photos of window and interior displays, decorations for halls, buildings, floats, etc. Also there are a couple sets of show cards which have a wonderful variety of good ideas, and must be seen to be appreciated. Another set includes pen and ink, and color sketches for backgrounds, decorative units, floats, and numerous other ideas. These will be forwarded to clubs applying for same, providing due time is given to enable the secretary to get such matter to the applicant.

Clubs desiring educational matter must apply

—order immediately—don't delay

Hess Holly Cards for Store Signs

Never equaled in quality or price

Style No. 401

Candlestick, broken scroll and holly card, done in gold, red, green and black. Eighty per cent of card is lettering space. Made in every size stated in price list below. Most popular card ever created.

Style No. 416

A classy card also; holly spray upper left corner, panel with two candles and basket of fruit lower right corner. Furnished in all sizes listed below, except the small price ticket.

EXTRA SPECIAL

Imported Die-Cut Holly Ornaments Just Received

Greatest Novelty Ever Offered and First Introduced in This Country by Myself

Style 2040—Exquisite Holly and Gold Seals. $2\frac{1}{2} \times 2\frac{1}{2}$ inches. Lithographed in eight colors. Heavily embossed. \$1.50 per hundred.

Style 2090—Winter scene in holly circle. 3×3 inches. \$1.50 per hundred.

Style 2080—Same as 2090 (four different scenes), but has a spray of holly below and above circle, which makes this ornament $3 \times 5\frac{1}{2}$ inches. \$2.50 per hundred.

Style 2085—Spray of holly in a rococco scroll. $3 \times 5\frac{1}{2}$ inches. \$2.50 per hundred.

Style 2095—An assortment of thirty-six of above for 50c.

Special Notice—Outside of this assortment, holly ornaments will positively not be sold otherwise than by the hundred and lots of twenty-five or multiples of twenty-five, as they are machine counted and come in sealed packs of twenty-five sheets.

Hand Water Colored Window Cards (not airbrushed), 14×22 inches, upright, on white or cream mat board. Holly wreath upper left, winter scene lower right, 6 for \$2.10.

8×22 -inch, landscape. Holly spray upper left, fruit panel and candles at right end.

10×18 -inch, upright. Holly ornament at top. 6 for \$1.50.

Holly ornaments, postage paid. All other cards by express or parcel post, customer paying transportation charges.

Prices of Styles Nos. 401-416

CAUTION—Refer to description to see the sizes to be had in each design.

	Size, Inches	Per 100	Less Than 100	Weight per 100, Packed
Landscape	11 x 14	\$5.00	\$5.25	17 lbs.
Landscape	7 x 11	3.50	3.75	$8\frac{1}{2}$ lbs.
Landscape	$5\frac{1}{2} \times 7$	2.00	2.25	4 lbs.
Landscape	$3\frac{1}{2} \times 5\frac{1}{2}$	1.50	1.65	2 lbs.
Landscape	$2\frac{3}{4} \times 4$.85	.90	$1\frac{1}{4}$ lbs.
Upright	7 x 11	3.50	3.75	$8\frac{1}{2}$ lbs.

Orders under \$3.00 should be accompanied by check. 3% ten days. Sample sheets upon request.

G. WALLACE HESS

1524 North American Building, 36 South State St.

CHICAGO

at least three to four weeks in advance, giving the date such club expects to hold the meeting, and if this rule is followed the secretary will make every effort to have same delivered on time, barring delays by transportation companies.

If such matter is shipped by express, same will be C. O. D. and the local Club stands the expense, and after using, said Club will forward as per instructions, collect. However, if matter is shipped parcel post, postage is paid by the sender and the local Club doing likewise to the next destination.

Within a few days we will have completed several sets of stereoptican slides, which will be handled in the same manner as the photos, etc. The sets will all be numbered and a check system kept on sets sent to the different clubs, so that the same club will not receive same a second time.

T. GUY DUEY, Secretary.

Special Features for Armistice Day

ELABORATE features for the celebration of the anniversary of the signing of the Armistice on November 11 have been planned by the Associated Display Men's Club of St. Paul, Minn., and practically every big store in the city will take part in the ceremonies through special window display features and store decorations. The event is to have great distinction and merchants will likely proclaim a holiday.

Through the efforts of the display men's organization St. Paul merchants will conduct in unity a Christmas early buying campaign, and massive signs to this effect will appear prominently on the exteriors and interiors of the stores co-operating.

The officers of the Associated Display Men's Club of St. Paul are: President, H. E. Bartlett, dis-

play manager for the Golden Rule; treasurer, B. J. Millward, display manager for Mannheimer Bros; secretary, Thomas Leslie, display manager for M. L. Rothschild.

Organization Perfected at Hutchinson

THE display men of Hutchinson, Kansas have organized and will immediately apply for affiliation with the International Association of Display Men. The leading stores of the city are represented in the new organization and the body has outlined a comprehensive plan for regular instructive features. Talks and demonstrations are the outstanding points of interest and at the recent meeting, held the night of October 27, a most interesting and instructive program was presented.

C. A. F. Smith, the newly appointed display manager at Pegues-Wright Dry Goods Company and the winner of the I. A. D. M. Grand Prize in 1919 was one of the leading demonstrators showing a variety of women's ready-to-wear trims.

Twin Port Elects Officers

THE Twin Ports Association of Display Men held a lively meeting, smoker and pool tournament at its headquarters in Duluth, Minn., on the night of October 10. Plans were discussed and made for the grand ball to be given by the association in the near future, and the program for the winter meetings was outlined. New officers were elected as follows: President, J. E. Hopkins, George A Gray Company, Duluth, Minn.; vice-president, R. B. Johnson, Floan Leveroos; secretary, W. Bartikoski, Silberstein & Bondy, Duluth; treasurer, R. G. Caster, Oak Hall Clothing Company.



TOY DISPLAY BY J. WALTER JOHNSON FOR THE POWERS' FURNITURE COMPANY, PORTLAND, OREGON.

Place Your Order for Christmas Decorations Now

We can make immediate shipments on these numbers



No. 9850.

New Decorative Panel with water colored scenery, white frosted foliage, and red roping or green foliage and red roping. Size of set piece is 30x48 inches.
Price, each\$3.95
Per dozen36.00



3476

No. 3476

Poinsettia Vine with twelve leaves and three flowers. Flowers come in red silk crepe paper with natural centers.

Price, per dozen....\$3.50
Per gross36.00

ARTIFICIAL SNOW

25c per lb.

\$1.00 per 5-lb. package.

No. 3441

Crepe Paper Poinsettias, with natural centers, on 24-inch stem.
Price, per doz...\$1.50
Per gross.....16.50

Same as above, with single flower.
Price, per doz...\$0.85
Per gross 9.00

9-inch Short Stem Poinsettia, \$7.50 per gross.

6-inch Short Stem Poinsettia, \$4.50 per gross.



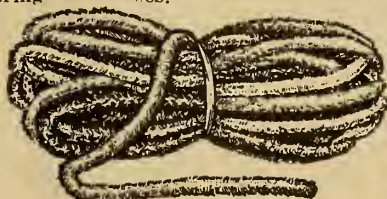
No. 9800

New Green Metallic Bronzed Christmas Tree, with red Canadian thistles. Foliage is two inches in depth. Size is 14x57 inches.
Price, each\$ 4.95
Per dozen 55.00

No. 9802

Same as above only smaller; size 19x36 inches. Price, each, \$ 3.95
Per dozen 40.00

If you want something entirely new here it is. You cannot make a mistake by ordering these trees.



FIBER ROPING

in Christmas red and green, 180 feet to bolt. Price, per bolt.....\$0.95
Same as above in red and green combination, \$1.50 per bolt.



No. 1963

Geranium Basket filled with red silk flowers. Something very showy. Height of basket is 22 inches.

Price, each\$2.95
Per dozen30.00

No. 407

White Frosted Grape Vine, with twelve leaves.

Price, per doz...\$1.75
Per gross18.00

No. 451

White Frosted Maple Vine, with twelve leaves.

Price, per doz...\$1.75
Per gross.....18.00



3437

No. 3437

Green Holly Vine, with twelve leaves and twelve berries.

Price, per dozen....\$0.85
Per gross 9.00

Same as above in white frosted effect.
Price, per dozen....\$1.25
Per gross12.00

NATURAL PREPARED RED AND GREEN RUSCUS

95c per lb.

DISPLAYMEN: If you want anything special in wreaths, garlands, etc., send us sketch and we will be pleased to quote you prices.

J. F. Gasthoff & Co.

Leading Manufacturers of
Artificial Flowers and
Decorative Supplies

Danville, Illinois

Movements of Display Men

BURT PUGH, recently employed on the decorating staff at The Eastern Outfitting Company, Portland, Oregon, has been named display manager for the Ben Selling Clothing Company, Portland, Oregon.

OSCAR C. KLEIN is now display manager for the Coch Meloncan Company, Columbus, Ohio. He was previously with the National Outfitting Company, and the Boston Store, both of Columbus.

C. L. FOREMAN has been transferred to the Massilon, Ohio, store of the Erlanger Dry Goods Company, where he is in charge of the display department. He was recently in charge of the company's displays at Canton, Ohio.

GEO. H. COTE, formerly employed in the profession at Nashua, N. H., is now in charge of the window and store interior decorations for the Osborne, Norman & Zahniser Company, Erie, Pa.

OTTO ORLOWSKI, well known display man, has returned from army service in France and is back with The Bell Dry Goods Company, Leavenworth, Kan., as director of the display department.

A. W. MALLET, formerly assistant to Herman Dulz, display manager for Bloomingdale Bros., New York City, has resigned to take a position on the staff of Mr. Rossiter, director of displays for R. H. Macey & Co.

JOSEPH HAMBURG, recently returned from army service in France, has gone back to his old position as assistant to Herman Dulz, display manager for Bloomingdale Bros., New York City.

J. H. WOOD, formerly display manager for Perkins Brothers, Paris, Texas, has resigned that position to take active part in the management of the firm of Nobles Bros.-Wood & Company, Hamlin, Texas.

H. E. QUARLES, formerly employed in the profession at Cold Springs, S. C., has entered business at Edgefield, S. C. Mr. Quarles is now a dealer in dry goods, groceries and plantation supplies.

A. GORDON MUNROE, display manager for Schuneman & Evans, St. Paul, Minn., was in Chicago the latter part of October placing orders for holiday decorations and equipment.

JIM EWING has resigned as assistant to R. C. Hawley, display manager at Wieboldt's North Town Store, Chicago, and is now in charge of the display department at Wieboldt's West Town Store, Chicago. Howard C. Ochler is now Mr. Hawley's assistant.

W. F. RIED, who has been directing the display department of the T. S. Martin Company store at Sioux City, Iowa, since its opening about a year ago, is now in charge of the windows of the L. S. Donaldson Company, Minneapolis, Minn.

ROY C. CHANDLER, formerly display manager for Stern, Mann & Co., Canton, Ohio, is now directing the display department of the H. O. Butterfield Company, Mitchell, So. Dakota.

J. P. WISSINK, formerly employed in the profession at Sheboygan, Wis., is now director of the decorating department of The Fair Savings Bank Department Store, Escanaba, Michigan.

H. A. FOWLER who has been in charge of the window and interior display department at the L. S. Donaldson Company store, Minneapolis, Minn., during the past year, has resigned.

CHARLES F. WENDEL, display manager for J. L. Hudson & Company, Detroit, Michigan, and Chairman of the I. A. D. M. Program Committee, was a recent visitor to the Chicago office of *MERCHANTS RECORD AND SHOW WINDOW*.

H. J. MAKI, for the past several years display manager for the Columbia Clothing Company, in Duluth, Minn., and Superior, Wis., has resigned to enter the general decorating business.

EARL B. SMITH is now in charge of the display department of The Hamilton-Smith Company, Inc., Greenville, S. C. He was formerly with the Robert M. Varnon Company, same city.

C. A. MALLETT, formerly in charge of the display department of Young & Chaffee, Grand Rapids, Michigan, is now directing that department for the Klingman Furniture Company, Grand Rapids.

CLARENCE C. DRY, who conducts a window display advertising service in Pryor, Oklahoma, will have charge of the display department of the W. A. Graham Company, Pryor, Okla., until January 1st.

WILL F. FLETT is now display manager for the J. C. Penny Company, Alamosa, Colo. He was formerly in charge of the decorating department at the J. C. Penny Company's store at Colorado Springs, Colo.

W. C. TORMEY has been appointed display manager for Best & Company, New York, a position recently resigned by that artist of national prominence, James R. Trewhella.

W. E. BONKE has received his discharge from the U. S. Army service and is now display manager for Mandel & Schwarzman, Bloomington, Ill. Before enlisting he was in charge of the decorating department at the B. & M. store, Peoria, Ill.

GEORGE CAIRNS, assistant to Harry Precht, display manager for Martius, Brooklyn, N. Y., has resigned and will soon take charge of the windows of the Lee-Morris Company, New York, a Fifth Avenue women's apparel house.

Spread the True Christmas Spirit

Show your customers and the passersby that in your store at least they will find the true Christmas spirit. No use telling you that the more you can arouse sentiment for Christmas, the larger your sales will be at the holiday season.

The following list of my Evergreens offers an opportunity for you to decorate profusely, and besides you can sell my Holly, Mistletoe and other evergreens and make a good profit. Please note that my prices are no higher this year.



Holly, exceptionally good crop this year, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed, \$3.50; one-half cases, \$2.00; one-fourth cases, \$1.25.

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases, by Carter.

Case No. 1,	\$4.50	enough to cover wall space of	600 square feet
" "	2, 3.50	" " " "	400 " "
" "	2, 3.00	" " " "	300 " "
" "	2, 2.50	" " " "	200 " "

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns, per dozen.....	\$2.00
Chamaerop Palm Leaves, per 100.....	2.50
Sabal Palm Leaves, the large kind, per 100.....	2.50
Mistletoe, well berried, per bushel hamper.....	2.00
Gray Moss, for lining windows, etc., per sack of 20 lbs.....	2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 square feet	4.00

Write for prices on Evergreen, Wreathing and Holly Wreaths

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen	\$1.25
Per 100	7.00

Low Express Rates Prompt Service



Make up your order from above prices. Write or wire. Goods rushed out by express same day. 5% discount, cash with order

"We have three packing houses this season." Discount on large orders.

ASHLEY FLORAL CO.

C. A. CARTER, Successors to GEO. M. CARTER

Evergreen

Alabama

Annual Prize Contest for 1919-20

Merchants Record and Show Window contest for 1919-20 opens—Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men—Closes June 1st, 1920.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1920.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "FOR ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.



Xmas Decoratives at Prices that Defy —Competition

Natural Preserved Fireproof Holly Wreaths. Foliage in green, red or white, with glittering snow effect and red berries.
No. 5001. Holly Wreath. Diameter 24 inches. Each.....\$ 0.75
 Per dozen 7.50
No. 5002. Holly Wreath. Diameter 30 inches. Each..... 1.50
 Per dozen 15.50
No. 5003. Holly Wreath. Diameter 36 inches. Each..... 2.00
 Per dozen 20.00
Natural Prepared Fireproof Holly Branches, greatest and most effective Christmas Decoration ever offered. Foliage in Green, Red or White with Red Holly Berries and Glittering Snow Effect, well selected branches.

	Per 10	Per 100
Holly Branches, 18 inches long, 12-inch spread...	\$ 2.00	\$18.00
Holly Branches, 24 inches long, 15-inch spread...	2.50	20.00
Holly Branches, 30 inches long, 24-inch spread...	3.00	25.00
Holly Branches, 36 inches long, 24-inch spread...	4.00	27.50
Asparagus Ferns —Natural preserved, all colors, 18 to 24 inches. Per 100.....		6.00
Boxwood or Ruscus Sprays —Natural preserved in any color. Per 10 pounds.....		6.00
Beech Branches —Natural preserved, fireproof, 3 to 4 feet, best selected stock in Red, Green and Tan. A wonderful effect can be created, adding Poinsettia flowers to same. Per 100.....		10.00

FULL LINE OF RUSCUS WREATHS, PINE GARLANDS, TREES, IN GOLD, SILVER, or any color desired. Let us know your wants; samples and estimates cheerfully given.

J. HARTWIG CO.

28-32 Pellington Place, Brooklyn, New York

Show Room, 24 West 30th St., New York City



Humanized Wax Figures

You will notice the difference between Feldman Figures and others the moment you see them.

Feldman Figures have a style and distinction that place them in a class of their own—they are the aristocrats of wax figures and they show off the handsomest gown or the simplest house dress with all the grace of the handsomest living model.

These figures are as nearly perfect as the most expert sculptors can make them and each one is finished with exquisite care. They will increase sales wherever they are used.

All Feldman Display Fixtures are as good as Feldman Figures. You will find them handsome in appearance, durable in use and they cost no more than ordinary fixtures.

Send now for our latest circular—It's a good one.

Feldman Fixture Co.

22-26 W. 30th St.

New York

New Stores

—Albany, N. Y., has another new men's wear store in The Beaver Clothes Shop, which has opened for business at South Pearl and Beaver Streets. The stock of the new store will comprise every needed article of wearing apparel for men, young men and boys, and will be sold direct from the factory to wearer.

—The Otto Hat Store opened its doors for business in Pottsville, Pa., on Friday, September 19, with a most complete line of latest creations. William Longergan is in charge.

—The Boys' Store opened recently at Green Bay, Wis., presenting a natty appearance and having all the accoutrements of the most up-to-date establishment. All merchandise is kept in dust-proof glass cases and cabinets. The new store will be conducted by the Continental Clothing Company, Green Bay, and is the sixth store of its kind in the country. A complete line of clothing for boys from 1 to 18 years of age is handled.

—The Price & Quality, an exclusive store for men's clothing, opened for business at Lima, Ohio, September 20. The featuring of \$25, \$30 and \$35 suits and overcoats is the motto of the new store, just as it is with the thirty or more stores of the P. & Q. Company.

—The Morgan Credit Clothing Company is a new St. Paul, Minn., business house, recently opened. The store is located at 22-26 W. Sixth Street, and will carry a complete line of ready-to-wear clothing for men, women and children.

—The stock of the Tatom & Brown store, Mobile, Ala., has been purchased by C. L. Poitevint and S. P. Poyner, who will remodel the present store and enlarge the stock. The store under the new management will be known as The Toggery Shop.

—The Men's Fashion Shop under the ownership and management of J. E. Rosenthal, was recently opened for business at Fifth Avenue and Sycamore Street, Waterloo, Iowa.

—L. H. Ahlers and Harry Davis have formed a partnership and shortly will open a most complete and up-to-date haberdashery in Miami, Florida.

—The E. A. Patrick & Co. wholesale dry goods house, Duluth, Minn., will take possession of a four-story building at Fourth and Wacanta Streets, on or about December 15, where a branch house will be established.

—The Kaufman Bros. Store is the name of the new business to open at Dallas, Texas, in the near future. A complete line of men's furnishings and haberdashery will be carried in the stock of the new store.

—Lynchburg, Va., is soon to have another new store. The Sample Shop Company will open for business in Lynchburg as soon as necessary remodeling can be accomplished.

—George Paska, who has been in the tailoring business in Two Rivers, Wis., for the past 14 years, will soon establish a modern clothing and men's furnishing store. Extensive alterations are now being made.

—On or about November 10, Jacob Bugen will open at 387 South Main Street, Easton, Pa., a dry goods and women's ready-to-wear store. Mr. Bugen has assumed the lease of Thomas S. Pursel, who retires from business after twenty-five years.

—The J. C. Penny Company, New York, operators of 179 department stores throughout the country, has secured a ten-year lease on a four-story building at High and Chestnut Street, Columbus, Ohio, and after extensive remodeling will open for business in the Ohio capital. A new front will be installed and large, spacious show windows built along the High Street and Chestnut Street sides. The firm will engage in the retail clothing business, and it is planned to open in the early spring.

Additions and Alterations

—Bogur's Clothes Shop has moved into its new quarters at 632 Canal St., New Orleans, La. In addition to the regular lines of men's and boys' clothing an haberdashery department will be maintained.

—The Ladin Style Shop, Houston, Texas, has leased the entire building located on Main St., giving them an additional floor space of 4,500 square feet. Extensive remodeling will be done and when finished the Ladin store will be one of the finest exclusive shops in the South. The front of the store will be faced with fine Italian marble and the hanging Marquis will be finished with copper.

—The Hub Clothing Company, Wilkes-Barre, Pa., is making extensive improvements. The concern recently took over the top floor of the building, and is now converting a great hallway into store space on the ground floor, and an extension of show windows.

—The clothing and haberdashery shop of E. B. Baxter, Ithaca, N. Y., is undergoing extensive alterations and a new line of equipment and fixtures are being installed. The old clothing racks have been replaced with double deck clothing cabinets. New floors are to be laid and an indirect lighting system installed.

—Extensive alterations and improvements are being made to the Gately and Brennan Store at Centre and Howard avenue, Pottsville, Pa. The firm has supplanted the furniture department on the ground floor with up-to-date equipment which will be used in their new ladies' department, which hereafter will occupy the first floor. The firm is going in heavily for ladies' clothing and general wear, and Manager Briggs is remodeling the main show room to take care of the new department of the business.

—Work has been started at Boise, Idaho, on a new \$18,000 concrete building, which, when completed, will house the Nampa Department Store, at present doing business across the street from the new location.

—The Goodman-Haguc Company, Columbus, Ohio, recently negotiated a 99-year lease on the six-story building at 241 North High Street, Columbus, to the Shannon Furniture Company. Occupancy will be made in about one year.

Who's Who in the Profession

WILLIAM H. KINDERMAN, display and advertising manager for the Everett Department Store, Everett, Washington, started out in commercial life just sixteen years ago, and his success has been rapid since his first position. From boyhood Mr. Kinderman had taken great interest in music, art and drama, but a greater

USE NATURE'S DECORATIONS

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.



MAGNOLIA FOLIAGE

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for window or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1.....	\$1.00	No. 4.....	\$3.50
No. 2.....	2.00	No. 5.....	4.00
No. 3.....	3.00	No. 6.....	4.50

No Artificial Decoration Can Compare with Southern Greens

LONG NEEDLE PINES

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$ 6.00
3 feet high.....	.12½	1.25	9.00
4 feet high.....	.15	1.50	11.00
Assorted sizes, 2 to 4 feet.....		1.25	8.00
Extra large sizes, 5 to 6 feet, \$0.50 each.			

SOUTHERN WILD SMILAX

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

Case No.	Covers Approx.	Weight	Price	Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00	4	400 sq. ft.	30 lbs.	3.50
2	200 sq. ft.	20 lbs.	2.00	5	500 sq. ft.	40 lbs.	4.00
3	300 sq. ft.	25 lbs.	3.00	6	600 sq. ft.	50 lbs.	4.50

CHAMAEROP PALM CROWNS

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

Each	Dozen	Hundred	Each	Dozen	Hundred
3 feet.....	\$0.15	\$1.50	5 feet.....	\$0.25	\$3.00
4 feet.....	.20	2.25	Assorted sizes.....	3.00	20.00
5 feet.....	.30	3.50			

SABAL PALM LEAVES

A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for the holidays or any special occasion. Combined with holly, this leaf makes a very satisfactory souvenir. Dozen, 25¢; 100, \$2.50. Special low rates per 1,000.

HOLLY FOR CHRISTMAS

It is none too early to plan your holiday displays and to order the decorations you will need. You will find our Holly the best possible foliage you can use for your Christmas windows. It is a beautiful deep green leaf with bright red berries and carries with it the true Christmas sentiment. Beaven's holly is always selected with the greatest care.

5 lb. box.....	\$0.75	40 lb. box.....	3.00
15 lb. box.....	\$1.25	60 lb. box.....	3.50
25 lb. box.....	2.00		

Beaven's Fadeless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft., price.....\$4.00

We Can Save Your Money By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. BEAVEN CO.,

Evergreen, Ala.

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims will be of service to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—367 W. Adams St.



One of the New Ideas from our
NEW XMAS CIRCULAR

Many novel ideas, featuring Toyland for the toy windows, modern art Xmas designs for the dry goods gift window and mechanical ideas for windows and interiors.

Write at once for circular so that your order can be placed in time for delivery

MODERN ART STUDIOS
431 NORTH CLARK STREET, CHICAGO

attraction to him was the department store, so he entered as an apprentice with the purpose of learning the business.

After six years with one store and having had valuable experience in practically every phase of the business, Mr. Kinderman connected with the



WILLIAM H. KINDERMAN.

Frederick & Nelson store, Seattle, Washington. Leaving the position he went to Portland, Oregon, where he remained one year. At this time a fine position was proffered him with James Stark & Sons, Ltd., Vancouver, B. C. This opportunity Mr. Kinderman seized and became advertising and display manager for this successful firm. He remained in that position for four and one-half years when he heard the call of "God's Country" and returned to the states. On his return to this country he became advertising manager for Feist & Bachrach, Tacoma, Washington, where he remained two years, resigning to accept a similar position with the Everett Department Store, Everett, Washington. At this store, which is the largest in Everett, and considered one of the best in the Northwest, Mr. Kinderman found the opportunities he was seeking.

It was Mr. Kinderman who introduced the Fashion Show with living models in that section of Washington, and quickly made a great name for his store by his progressive advertising methods until the Everett Department Store, though the youngest, is now the leading merchandising institution in Everett.



THE Advertising Managers and Display Managers for the stores of Atlanta, Georgia, have organized with C. L. Hart chairman. The new club is to be known as the Advertising and Display Men's Association. The election of officers will take place in the near future.

For Our Advertisers

A New Fixture House

A. J. Wolfe, who is known to display men from coast to coast as a designer of display fixtures, announces that he has organized a new company for the manufacture of window furniture, backgrounds and display fixtures of the highest quality, both in design and workmanship.

Mr. Wolfe has associated with him a number of expert fixture men including experienced designers. The factory is equipped with the most modern machinery and, being manned by a large force of skilled workmen has a large capacity which insures economical production and prompt deliveries.

The new company, doing business under the name Decorative Fixture Co., will specialize in wood display fixtures in the best of the period styles and a variety of new designs that are the products of Mr. Wolfe and his associates. These original and highly pleasing new designs have found much favor among display men and merchants who appreciate attractiveness and dignity combined with utility and the best possible workmanship. These fixtures are now in use in the windows of a number of the best stores throughout the country.

A new catalog showing the line of goods manufactured by the Decorative Fixture Co. is now ready and will be mailed to any one for the asking. The address is Sixteenth and Jefferson Streets, Chicago.



About Ordering Fixtures

There has never before existed in the display fixture field a situation such as exists today. Although running to the limit of their capacity factories generally are far behind on their orders and many merchants are waiting for fixtures that should have been delivered long ago.

With this situation in view, the Polay-Jennings Fixture Corporation is urging merchants to place their orders now for any fixtures that may be needed for spring openings. This is excellent advice as there is every indication that there will be an enormous demand for fixtures in the spring.

The Polay-Jennings Corporation makes fixtures in a variety of unusually attractive patterns all of which have proved highly popular. The William and Mary style, which was brought out by this firm, has been one of the best liked designs that has ever been produced by a fixture house. Fixtures in this style are made in natural woods and a variety of enamel finishes to show all kinds of wearing apparel for men, women and children. An interesting catalog is issued by the Polay-Jennings Fixture Corporation and will be mailed to any address for the asking.



Valances

A most attractive and interesting catalog has just been issued by the Art Window Shade Co., 2838 Broadway, Chicago. In it are shown many pleasing and exceptionally artistic designs in valances and window shades.

This firm specializes in made-to-order valances in original designs. All of the work is designed and manufactured on the premises, which has the advantage that each order receives first-hand attention and is made up under the personal supervision of the designer.

It is suggested that display men who are in the market for valances send for this catalog, as it contains many suggestions for making the show window more attractive. A request directed to the above address will bring the catalog by return mail.

Cheer up the Kiddies

With a Santa Claus in Your Window



This cheerful Santa Claus will attract the youngsters and bring trade to your store.

A very attractive design. He stands on the roof of a cottage beside the chimney. On his back is a bag that can be filled with toys. A Kewpie is held in the left hand.

White finish, 39 in. high. Base 14x14 in.

Each.....\$ 14.00
Dozen..... 144.00

Same. Natural color.

Each.....\$ 18.50
Dozen..... 184.00

We also have a reclining Santa, 34 in. long. In white.
Each.....\$ 10.00
Dozen..... 100.00

Colored.
Each.....\$ 13.50
Dozen..... 144.00

Order Now — We Can Make Prompt Delivery.

CHICAGO STATUARY MFG. CO.

476 Milwaukee Ave

Chicago



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a FREE New Catalogue

Artistic Wood Turning Works

Formerly POLAY FIXTURE SERVICE

519-521 N. Halsted St.

CHICAGO, ILL.



Our Vanity Girls

The Cutest Ever in Miniatures



JANET

It's the cunning little things that make a window big

Flat effects in wood, hand painted. Arms adjusted at the shoulders and elbows. All dressed up in proper style—silk, satin or cloth. Fashionable, and, of course, chic. The picture shows one of twelve different figures. You may send for one or as many as you like. Each model 13 inches high. Stock on hand. Write or telegraph and we shall ship at once.

Prices on Application

J. R. Palmenberg's Sons
INC.

63-65 West 36th St.
NEW YORK

BOSTON
26 Kingston St.

CHICAGO
204 W. Jackson Blvd.

BALTIMORE
108 W. Baltimore St.

Holiday Attractions

Christmas is only a few weeks ahead and there is every indication that this will be the busiest holiday season this or any other country has ever known. Merchants who go after business aggressively and intelligently will reap a wonderful harvest. One of the easiest ways to draw holiday crowds is to interest the children either through show window or interior displays.



PLASTER SANTA CLAUS FIGURE.

In this connection, the Chicago Statuary Mfg. Co., 476 Milwaukee Ave., Chicago, is offering some of the best Christmas window or "Toyland" attractions that have been seen in a long time. These are plaster figures of Santa Claus modeled along new lines. One Santa is a standing figure, 49 inches high. He has a jolly face and stands on a roof by a chimney as though he had just emerged from a Christmas Eve visit. In one hand he carries a kewpie doll and on his back is a big open pack which the display man can fill

with toys. He is a most pleasant old gentleman, who is sure to please the kiddies immensely.

The other Santa is posed in a reclining position and is 34 inches in length. He also has a most good natured countenance and makes an original feature that the display man can use in many ways. Either of these attractive figures may be had in plain white or, at a slight additional cost, finished in the bright colors usually associated with the costume of Santa Claus. These figures will prove very popular.



Christmas Window Decoratives

This year's Christmas window displays should be better than ever because of the increased business that is bound to come, due to the abnormal conditions now existing. Only those who are prepared to attract the prospective purchaser into his store will share in this increased business.

There is a solution to this problem so you will be assured of your share of these extra profits and that is to make your store interiors as well as your windows a magnet in order to draw the customers inside.

Schack Artificial Flower Company has issued a large Christmas Flower Book of 32 pages with a myriad of new ideas that will make your windows attractive.

In addition to this, a 32 page supplement is now being prepared showing only new ideas for display work. It contains new creations in backgrounds, papier mache, paper flowers, foliage, vines, sprays and novelties. Both of these booklets will be sent free on request by writing to the Schack Artificial Flower Company, 1739 to 1741 Milwaukee Ave., Chicago.



DISPLAY BY T. GUY DUEY FOR WURZBURG'S DRY GOODS COMPANY, GRAND RAPIDS, MICH.

Nature's Own Decorations

They Cannot Be Imitated—Much Less Improved Upon



Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

Case No.	Covers Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00
2	200 sq. ft.	20 lbs.	2.00
3	300 sq. ft.	25 lbs.	3.00
4	400 sq. ft.	30 lbs.	3.50
5	500 sq. ft.	40 lbs.	4.00
6	600 sq. ft.	50 lbs.	4.50

The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

SABAL PALM LEAVES
MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GREY
MOSS

All of these greens can be supplied in any quantities.

Our quotations are F. O. B. Evergreen.



Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

	Each	Dozen	Hundred
2 feet high.....	\$0.10	\$1.00	\$6.00
3 feet high.....	.15	1.50	9.00
4 feet high.....	.20	2.00	11.00
Assorted sizes, 2 to 4 feet.....		1.50	9.00

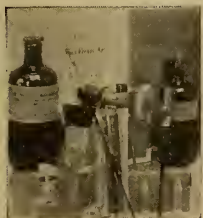
Extra large sizes, 5 to 6 feet, \$0.50 each.

All Orders
Shipped
Promptly

Caldwell, The Woodsman
EVERGREEN :: :: ALABAMA

These Outfits are a Great Investment

These outfits will greatly reduce the cost of maintaining your wax figures and flesh enameled display forms.



USED BY LEADING STORES IN EVERY STATE

With This Outfit—You Can Clean and Retouch Your Own Wax Figures

Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00

USE NUENAMEL to clean and refinish your enamel forms the right way. With this complete outfit you can clean and refinish your flesh enamel forms, producing the same dull finish as when first purchased.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

No. 1 outfit will clean and refinish 100 forms \$1.75
No. 2 outfit will clean and refinish 200 forms 2.50
No. 3 outfit will clean and refinish 300 forms 3.50
No. 4 outfit will clean and refinish 500 forms 5.00

NUENAMEL is made expressly to clean and refinish flesh enamel forms. No other preparation will produce the same dull flesh finish.



IT DOESN'T MATTER HOW BADLY YOUR FLESH ENAMEL FORMS CRACK, CHIP, OR PEEL OFF

They can be easily repaired with FLESH ENAMEL CEMENT and used again for display. FLESH ENAMEL CEMENT is easy to apply and dries hard to match the enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight. Price.....\$1.25
16 ounces net weight. Price.....1.75
32 ounces net weight. Price.....2.50
48 ounces net weight. Price.....3.00

It pays to purchase in large quantities, age will not affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full directions with each set. Same as used by leading figure manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



Display Men

Do you want to get beautiful effects on your colored backgrounds?

If you do, get our catalog and color cards of paints and cardwriters' supplies.

Our specialty department will take care of your painting problems and do it quickly, courteously and satisfactorily.

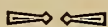
WALLBRUN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.

Fixture Business Good

R. C. Quensell, sales manager for J. R. Palmenberg's Sons, New York, was in Chicago recently and reports remarkably favorable business conditions throughout the country. He was not out to take orders but was rather on a visit to the trade of the principal cities of the middle west. Kansas City, Omaha, Cleveland and Chicago were among the larger cities visited and in all of these the retailers are doing an extremely satisfactory business. Mr. Quensell was especially interested in the fixture situation, which he says is unprecedented. The present demand for fixtures is something that has never been known before. Although he was not looking for orders, they were thrust upon him, and he states that he booked more business unsolicited during his brief trip than would be considered a good season's work for a salesman in ordinary years. Mr. Quensell urges merchants to place orders early for such fixtures as may be required for next spring.



Of Interest to Card Writers

Everyone who makes or uses show cards will be interested in the latest catalog that is being sent out by Wallbrun, Kling & Co., 327-329 S. Clark St., Chicago. It is unusually complete and contains practically everything that is used by the show card man or sign painter. This concern is probably the best known in its field and its territory covers the civilized earth. Among the lines in this catalog that will interest the card writer are colors and inks for every use, card writers' Fabers, air brushes, card writers' brushes, pens of all kinds, card and mat boards, stencil tools and materials. There are also illustrated many useful devices of miscellaneous uses and a very complete list of books for the show card writer. Anyone connected with this line of work who has not received a copy of this catalog should send for it.

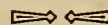
practically indispensable to the average card writer.



Economical Decorations

The Mutual Flower Co., 82 West Third St., New York, announces an important change in the policy of that firm. The Mutual Co. has been importing materials and manufacturing artificial flowers for a number of years and practically the entire output of the factory has reached the user through jobbers. The new policy will be to sell direct to the user which will give the latter a substantial saving in the cost of decorations.

This company manufactures a big line of flowers, vines, sprays, etc., designed especially for store and window decoration. In addition to standard designs are many novelties. It is stated that owing to low overhead expenses and long experience in manufacturing, goods of excellent quality can be turned out at remarkably low prices. A new retail catalog is now in course of preparation and will be ready for distribution within the next few weeks. Display men will undoubtedly find this catalog of unusual interest.



A Good Line of Fixtures

A big circular recently issued by the Feldman Fixture Co., 24-26 W. Thirtieth St., New York, shows an unusually interesting line of display fixtures in wax, metal and wood. In addition to a big line of high-class wax figures, the circular shows a great variety of display devices for showing all lines of merchandise.

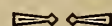
The Feldman humanized wax figures are too well known to need any introduction. They are designed and modeled by high-class sculptors and their finish leaves nothing to be desired. Every face has real character and distinction which has made these figures remarkably popular among discriminating display men and merchants. Those who have not received this circular will do well to send for it.

Ready-to-Letter Christmas Show Cards

The Lackner Company, Cincinnati, Ohio, have placed on the market an exceptionally good line of high grade ready to letter show cards. These cards are special process printed in dignified tones on delicately colored stock.

Every size used in the modern store is included in their assortment—and we suggest that display men send for the descriptive folders—or better still, their sample assortment.

In order that every display man may see the real beauty of these cards, The Lackner Company will send the complete assortment of 15 cards including all sizes—for the sum of \$2.00 prepaid. Some of these cards are pictured on another page of this journal, but to see the actual colors one should send for the complete assortment.



Attractive Draping Forms

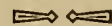
The accompanying illustration shows an attractive drape made over one of the new figures that are manufactured by the French Wax Figure Co. This figure, which is proving remarkably popular with display men, lends itself readily to all kinds of draping. It is an exceptionally graceful form and the arms can be posed in a variety of striking attitudes. A feature that recommends this form to most display men is its difference from the conventional draping figures.



NEW DRAPING FORM.

The French Wax Figure Co. is now introducing an original and striking line called the "Parione" figures. These are a distinct departure from the usual wax figure and have met with unqualified approval from all who have seen them. They will be seen in the windows of many leading stores within the next few months.

Owing to the rapid growth of this concern it has been necessary to secure much more commodious quarters and the Chicago office now occupies the entire fourteenth floor of the Medinah Building, at Jackson Blvd. and South Wells St. The enlarged space permits the display of the complete line of French wax figures.



Important Change

The Superior Brass & Fixture Co., 316 West Jackson Blvd., Chicago, announces an important change in the addition of a new department for the designing and manufacture of everything in store furniture including show cases, cabinets, shelving, show window backgrounds, etc.

Expert store designers have been secured and complete plans of stores will be furnished without charge to merchants

Marshall Field & Co. Decorations

L. Baumann & Co. supplied the decorations used in the Washington and Randolph Street windows, also part of the Main Aisle decorations for the 1919 Fall Opening.

In the past fifteen years we have supplied 80 per cent. of all window and interior decorations used by Marshall Field & Co.

L. BAUMANN & CO., 357-359 W. Chicago Ave., Chicago



Durable Materials.
Harmonious Color Combination.
Correct Proportions.
Conscientious Workmanship.

These Are the Qualifications of a Practical
Valance

"KICHLER" VALANCES

are designed and built along these lines. Our latest catalogue includes many excellent examples, and your request for a copy of our catalogue incurs no obligation.

Floor Mats Panels
French Drapes Velours

The L. A. Kichler Co.

717 Lakeside Av. N. W. Cleveland, O.



Still Accepting Orders for Beautifully Colored Christmas Cards

Two handsome designs, each a masterpiece, printed in four colors on heavy fine white-coated cardboard. They will give a true Christmas spirit to your contemplated displays. Orders placed now will be filled promptly.

Write for circular showing reproductions in color

Bert L. Daily

126-130 East Third St. Dayton, Ohio



Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

A new, original and effective paper for artistic window decoration.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK



Wm. and Mary Plateaus and Tables

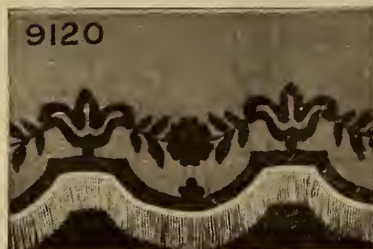
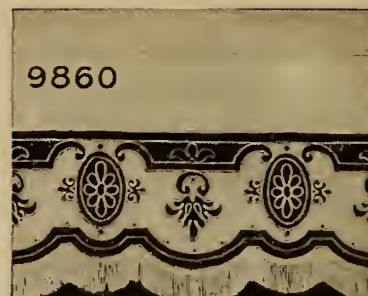
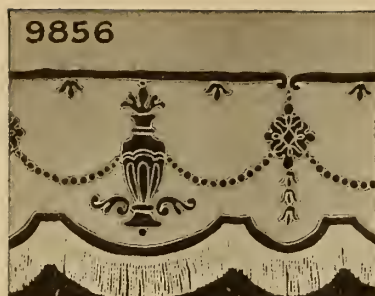
High-grade windows require new Ideas for trimming Tables and Plateaus.

Add that distinctive touch of the Artist.

Send for our latest catalogue of Distinctive fixtures.

THE ONLI-WA FIXTURE CO.

Dayton, Ohio



WINDOW VALANCES

All of the Above Styles and Many Others Carried in Stock for Immediate Delivery
WRITE FOR SAMPLES

WICKER FIXTURES { Send for booklet "R" of the beautiful new
Wicker Fixtures. QUICK DELIVERY.

WINDOW RUGS { Send for our circular (in actual colors) of
our beautiful Rich Silk Velour Window Rugs.

Catalog "E" Shows our Forms, Wax Figures, Metal Display Fixtures, Racks, Hangers, etc.

Visit our Show Room

NEW YORK SHOW ROOM
65-67 East 12th Street
Between Broadway and 4th Avenue

The Hecht Fixture Co. Wells St. at Jackson Blvd.
Medinah Bldg. CHICAGO

who desire this service. This company is equipped to give immediate attention to all orders. Two factories, one in Chicago and the other in Grand Rapids, are prepared to turn out orders promptly.

Displays of Shoes

Display Equipment for Foot Wear is a new publication of the Curtis-Leger Fixture Co. that will be found of much practical value to everyone who is interested in the high class display of shoes. While the great variety of fixtures shown are highly interesting, the book is much more than a mere catalog. It shows a large number of up-to-the-minute displays of shoes as they are shown in the windows of the best stores.

Most of these little displays are in units or groups showing original and pleasing combinations of shoe fixtures and drapes. The arrangements have been made by an expert display man and shoe dealers generally will welcome the suggestions.

The fixtures illustrated are designed along the most modern lines in wood, metal and glass. The former are in period styles and have been designed to combine beauty with practical utility and strength. This catalog also illustrates and describes a variety of other devices that are needed by most shoe stores and departments. Among these are reflectors for show cases and windows, rolling step ladders, store chairs and stools, valances, etc.

The Curtis-Leger Co. book of Display Equipment for Foot Wear is interesting and instructive in many ways and should be in the hands of every man who sells or displays shoes. It will be sent to any address for the asking.

THE window display reproduced in full color on the cover of this month's **MERCHANTS' RECORD AND**

SHOW WINDOW is the work of Raymond T. Whitnah, display manager for Crosby Bros. Company, Topeka, Kansas.

MERCHANTS RECORD AND SHOW WINDOW display contest for 1919-1920 is creating unusual interest. Read rules and conditions on another page.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for October 1, 1919. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared J. F. Nickerson, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, Chicago, Ill.; editor, James W. Foley, Chicago, Ill.; managing editor, J. F. Nickerson, Chicago, Ill.; business manager, J. F. Nickerson, Chicago, Ill. 2. That the owners are: Merchants Record Company, Chicago, Ill.; Jos. F. Nickerson, Chicago, Ill.; H. R. Curtis, Oak Park, Ill.; George H. Lamberton, Chicago, Ill.; Charles A. Ward, Chicago, Ill.; H. C. Maley, Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none, so state.) There are no bond holders, mortgagees, or security holders. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. (Signed) J. F. Nickerson.

Sworn to and subscribed before me this 27th day of September, 1919. Samuel E. Childs. (My commission expires Nov. 4, 1920.)

[Seal]

SPECIAL OFFER

READY-TO-LETTER CHRISTMAS SHOW CARDS

Special process printed in 4-5 and 6 colors.

We want every display man and card writer to see the "real class" of these handsome show cards and will therefor send you

Complete Assortment of 15 Ready-to-Letter Cards (Various Sizes) for \$2, Prepaid

Anywhere in the United States

In this assortment you will find just the style and size of cards you have always wanted, and once you letter them, we feel sure, you'll send us your entire holiday order without delay.

Descriptive folder if you wish—but take our tip and order the sample assortment.

THE LACKNER COMPANY

5th and Race Sts.

Cincinnati, O.



Have you
sent for
your
FREE copy

?

THIS, our new Christmas catalogue, contains exclusive and original Christmas display material so different from the ordinary that you will find their trade bringing possibilities far beyond expectations. Our decoratives are adaptable to such a variety of uses that you need look no further for your wants. Send for your free copy on your business stationery. It's ready for mailing.

The Adler-Jones Co.
333 So. Market St. CHICAGO



In Our New
Home—

With half again
as much space as
our former quar-
ters, we are in po-
sition to give you
**BETTER SERV-
ICE THAN
EVER BEFORE.**

How is your supply of

Perfect Stroke

Brushes and Supplies

This Is The
New Address:



Using them is a "short cut" to accom-
plishing MORE work in LESS time, be-
cause their scientific construction and per-
fect balance enable you to make a clean,
clear-cut stroke the first time and avoid
the "going-over" process.

Write for New Catalog No. 5.
It tells the complete story.

Bert L. Daily

BERT L. DAILY,
Entire Fourth Floor, 126-130 E. Third St.,
DAYTON, OHIO.
Simply Address Bert L. Daily, Dayton, Ohio.

**To bring the proper
spirit of Christmas**

Into Your Display, Rent a Life-Sized
Wax Figure of



SANTA CLAUS

Completely Dressed

\$10.00 the first week and
\$5.00 each week thereafter.

SCHMIDT DISPLAY STUDIO

Historical and Modern Wax Figures
920-922 N. Clark St. Chicago



VALANCES AND SHADES

Made to Your Order

Exclusive Designs—Reasonable Prices—Prompt
Deliveries.

ART WINDOW SHADE CO.

2838 Broadway

Chicago

Announcement to users of good display equipment

Mr. A. J. Wolfe who for years has been prominently associated with the display fixture industry, announces that he is now at the head of a new firm specializing in the manufacture of window furniture, backgrounds and display fixtures of the highest quality.

The new company has a staff of skilled designers, a force of skilled workmen and a large factory equipped with the most modern machinery.

Reinforced by this strong organization, Mr. Wolfe is in a position to design and build fixtures and backgrounds of the highest order of merit at the most reasonable prices.

In addition to standard period styles, a number of new and original designs, which will appeal to the discriminating display man, have been added.

An interesting catalogue will be mailed upon request.

Decorative Fixture Co.
16th and Jefferson Sts. Chicago

Do you pay too much for decorations?

You have probably been using our decorations, bought through jobbers, and have considered them good values at higher prices than you can now buy them from us direct.

For years we have been making high-class flowers and other decorations and our output has been sold through leading dealers in this line.

We are now selling direct to the user and you can buy the same goods for much less than you formerly paid.

We manufacture a splendid line of flowers, vines, sprays, foliage, etc., and our prices are right.

Our factory is prepared to turn out orders on the shortest notice and we will be glad to submit samples of any flowers you may desire.

Let us know what you need for your holiday decorations and we will send samples.

Our new catalog will soon be out—send for it.

Mutual Flower Co.

82 West Third Street

New York

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

Don't Doubt—Ask for Proof! Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

"Where Originality Counts"

L. S. STRONG, President and Instructor
1050 D.S.L. Bldg. Detroit, Mich., U. S. A.

Some Real Advice about buying fixtures

If you are going to need fixtures for your spring opening—order them now!

There are two good reasons for this. The more important is delivery—the secondary one is price.

If you delay your order long, you are reasonably sure to be disappointed as to deliveries—you are sure to pay a higher price.

We are one of the largest makers of quality and style wood fixtures. We know what the situation in this field is today, and what it is certain to be in six months.

Hundreds of merchants are now waiting for fixtures that they hoped to get months ago. Hundreds of other merchants will be waiting next spring.

We are as careful about our promises as we are about the quality of our goods, and will accept no order that cannot be delivered on time.

If you have not received our catalog, send for it now, and place your order as soon as you can.

The Polay-Jennings Fixture Corp.

Manufacturers of

The World's Finest Display Equipment

1009 Blue Island Ave.

Chicago

Christmas Window Decorations

Let D. & S. Decorations
Help Increase Your Sales

*Everything for a perfect
window display*

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.



Put the Esterbrook Speed Pen

squarely on the paper—*flat*—It works best that way — Supports the hand — Rests the arm and permits long, sweeping strokes.

You get best results from a single surface coated board — and an Esterbrook Speed Pen.

Get a sample dozen assorted sizes, \$1.00. Watch your work improve. Note the greater output—and then use

Esterbrook Speed Pens ALL the time

THE ESTERBROOK PEN MFG. CO.
90-100 DELAWARE AVENUE CAMDEN, N. J.




Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

The Right Line of DECORATIONS

Getting the right kind of decorations is more a matter of selection than of price.

You will find our flowers far above the average in quality and appearance, yet they cost no more.

Our beautiful and up-to-date line is shown in your locality each season. If you are interested, our salesman will call, or we can send you samples.

E. C. DIETZ

Successor to Wm. Buhrig Co., Established 1899
219 E. 34th St. NEW YORK

OUR PRICE TICKET MACHINE SET

The Biggest Fifty Dollars Worth on Earth

Letters Tickets 10 to 20 Times Faster than Hand Work

Will Pay for Itself in A Month and Make Thousands of Dollars for You

Ready *Others Doing It! So Can You!*

For Work

COMPLETE SET \$50.

Write for Wonderful Descriptive Matter Now!

HAND STYLE TYPE CO.

410 Third Ave Pittsburgh, Pa.



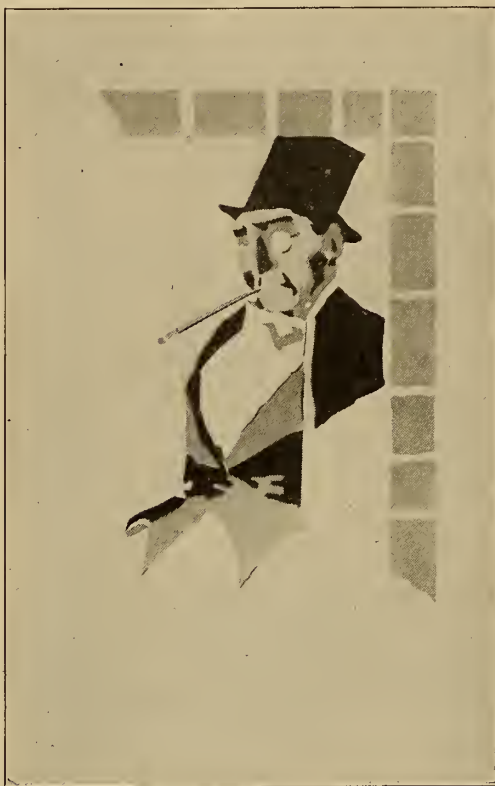
"He Works Nights"



"Easy Money"

Hand Made POSTERS

Snappy, original designs in bright colors that will liven up your holiday windows at little expense. Try some of them.



Our hand-colored posters are all made to your order on heavy poster board in any color. You can combine various designs to make a complete background. Note these low prices:

Poster Panels 28"x44".....	\$1.00
Poster Border 28"x44".....	.50
Poster Floors 28"x44".....	.50
Poster Board 28"x44" (plain colors).....	.15
Gummed tape—12 yards.....	.15
Painted strips 1 3/4"x44", any color, each...	.07

We are specialists in all kinds of cut-out window attractions at lowest prices. Send for catalog.

Rolla Mount Studios

104 W. Monroe St.
CHICAGO

BACKGROUNDS

and

Art Window Flooring

Everything for the Display Man
and Card Writer

E. J. BOYLE & BROS.

Designers and Manufacturers

29 W. Maryland St.

Indianapolis, Ind.

This Stand on Your Counter

will sell enough neckwear and collars in one week to pay you back your investment. Every man who enters your store can see at a glance the effect he can obtain by buying the cravat shown and the latest style collar (soft or laundered).

KLEE DISPLAY FIXTURE CO.

ROCHESTER, N. Y.



Any color, Oak or Mahogany Finish.

Ask to have a copy of our new catalog.



Use

PAASCHE

Famous 3-in-1

AIR BRUSHES

Absolutely Best for Most
Attractive

Show Cards, Signs and Win-
dow Backgrounds

Paasche Air Brush Co.

Made in all sizes
for all kinds of
work

**MOST
EFFICIENT
DURABLE
SPEEDIEST**

Write Today for New Catalog

1229 Washington Blvd. CHICAGO



NA-DE-CO

Valances, Panels and Drape Shades

The artistry of a large staff of experts in window decoration
has made the NA-DE-CO line standard

Write for Catalogue R and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers

Valances, Panels and Drape Shades, Plushes

Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.

I saw it in the November "Merchants Record"—Page 62

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Several sets of used velvet, velour or plush window back draperies. Quote the price and how much you have of a color in light grays and tans. Address The P. H. Opie Co., Westerly, R. I.

WANTED—An up-to-date Display and Advertising Man. Must be ready to report for work within thirty days. Give references and salary expected in reply. Address W. T. Fountain, Greenwood, Miss.

CARD WRITERS: An Ideal Pen Ink for Card Writing and Drawing. For \$1.00 we will send you chemicals enough to make one quart. Just add water. Address Louste Pen & Ink Co., 313 Harman St., Brooklyn, N. Y.

WANTED—Window Trimmer and Card Man, one having popular priced department store experience. Mail samples of card work and photos of window if possible, or come for an interview. Address The L. G. Federman Co., Akron, Ohio.

ATTENTION—Card Writers. Designing stencils my specialty. Special offer: Five cut stencils, 11x14 in., for \$2.00. Specimen sheets on request. I save you money on all stencils. Will airbrush cards for you at a small cost. Address B. E. Graff, 38 So. Judson St., Gloversville, N. Y.

POSITION WANTED—High class Window Trimmer desires to connect with progressive Department Store. Especially on men's apparel. 14 years' experience; best of references. Address Box 364, care **MERCHANTS RECORD AND SHOW WINDOW**, 431 So. Dearborn St., Chicago, Ill.

POSITION WANTED—Display and Card Man of twelve years' experience, married and absolutely reliable, desires position with established Men's Wear firm able and willing to start a man at \$50.00 and let him demonstrate his ability. Southwest preferred, but can locate anywhere. Address R. C. Balzer, 244 East Fourth St., Jacksonville, Fla.

WANTED—Show Card Writer who can do neat pen and brush lettering, also muslin signs, to work under most satisfactory conditions. Must be a rapid and steady worker. State salary expected and send samples. Ohio town of one hundred thousand. Address Show Card Writer, care **MERCHANTS RECORD AND SHOW WINDOW**, 431 So. Dearborn St., Chicago, Ill.

FOR SALE—Wonderful Christmas setting 8 ft. by 16 ft. for toy display. Painted on heavy canvas—consists of back drop, showing Santa Claus driving through an ice grotto in his sleigh with teams of reindeer. Two sets side-wings and sky-pieces, one set netted, producing atmospheric effect. Cost \$200, first check for \$50 takes it. Address Schuneman & Evans, St. Paul, Minn.

WANTED—Every Display Man and Window Trimmer, to remember when buying a Holiday Gift that Walters' Ideal Pocket Hammer is sent postpaid to any address for 75 cents. In the handle is constructed an arrangement for withdrawing pins, tacks and nails. The end is finished and case hardened as a screw driver. Is only 4 1/4 inches long and can be carried in the vest pocket. Address J. M. Walters, 220 South Benton Way, Los Angeles, Calif.

WANTED—A-1 Window Trimmer: Large progressive department store in thriving Pennsylvania city seeks the immediate services of a really competent Window Trimmer and Card Writer; one with several years' big store display experience; one that can execute selling, stocky windows and artistic trims; neat and rapid Card Writer; one capable of doing big things at the right time; permanent position at good salary, with great future for right man; state salary and experience in first letter. Address P. O. Box No. 136, Sharon, Pa.

Be a Combination Man

We'll train you in advertising. It won't cost much. Then you can command more money. Write for details.

THE AD SCHOOL

292 Woodward Ave. Detroit, Mich.

For Your Parcel Post

Better than string. Simply moisten and attach like sealing tape. Opens like a "clasp" envelope. Meets all "open mail" requirements. Ask for Free Samples or send \$1.00 for Trial Carton (250) assorted sizes.

D. Twindisk Co. 804 Central Station, St. Louis, Mo.



Fits Any Package Wrapper.



Hand Air Brush Blanks in Display Cards and Price Tickets

PRICES			
2 x 3	6-ply cardboard.....	\$0.12 per dozen	\$ 1.00 per 100
3 1/2 x 5 1/2	8-ply cardboard.....	.20 per dozen	1.50 per 100
5 x 7	8-ply cardboard.....	.65 per dozen	4.50 per 100
7 x 11	8-ply cardboard.....	.75 per dozen	5.50 per 100
11 x 14	8-ply cardboard.....	1.25 per dozen	9.00 per 100
14 x 22	10-ply cardboard.....	2.50 per dozen	18.00 per 100
22 x 28	10-ply cardboard.....	3.50 per dozen	25.00 per 100

Samples 50c. Catalog Free.

APEX SHOW CARD SERVICE

179 Shelby St.

DETROIT, MICH.

Phone Main 3825

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Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully
described

By M. P. Staulcup

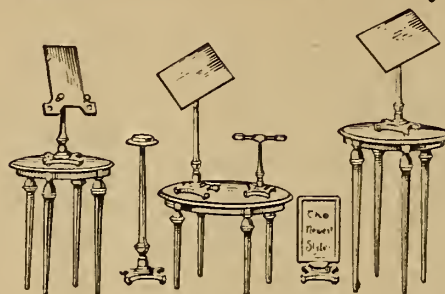
Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

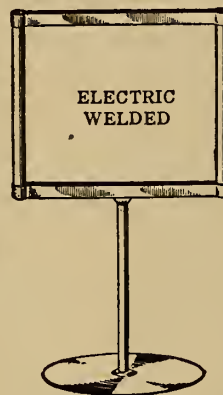
Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



No. 690

**Best and
Cheapest
Price
Card, Stands,
Easels, Etc.**



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Here's the proper ready-to-fit eyelashes for wax figures.
The same as we supply to leading manufacturers of wax
figures both in United States and Canada.



Eyelashes made of the finest French
stock. Correctly shaped.
Full directions included enable any per-
son to fit them in place.
Price per set, 50c; six sets, \$2.50; 12
sets, \$4.50.

LIQUID IVORY CEMENT The Most Powerful
Cement Known
Mends joints solid as welded iron. Dries hard over night.
For broken wax fingers, broken
dolls or anything where it is nec-
essary for permanent joining.

Fully Guaranteed

2 Ounce Bottle,	\$0.50
4 " "	.75
6 " "	1.00
8 " "	1.50
16 " "	2.00
32 " "	3.00

Full directions how to use with each bottle.

HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.



S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.
Our Air Brush Colors won't clog the brush.
Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

STORE MANAGEMENT—COMPLETE

16 Full-Page
Illustrations



272 Pages
Bound in Cloth

ANOTHER NEW BOOK
By FRANK FARRINGTON

A Companion book to Retail Advertising Complete
\$1.00 POSTPAID

"Store Management—Complete" tells all about the
management of a store so that not only the greatest sales
but the largest profit may be realized.

THIRTEEN CHAPTERS

Here is a sample:

CHAPTER V.—The Store Policy—What it should be
to hold trade. The money-back plan. Taking back goods.
Meeting cut rates. Selling remnants. Delivering goods.
Substitution. Handling telephone calls. Rebating railroad
fare. Courtesy to customers.

ABSOLUTELY NEW

JUST PUBLISHED

Send us \$1.00. Keep the book ten days and if it isn't
worth the price return it and get your money back.

MERCHANTS RECORD AND SHOW WINDOW
Book Department. 431 So. Dearborn St., CHICAGO

Botanical Decorations Are Always Right

When you order decorations from us, you can always be certain that they will be right in every particular.

For more than twenty years we have been studying the requirements of the display man and, no matter what kind of flowers you may need there is in our big stock exactly what you want.

You will also find that our prices are as satisfactory as our goods and our service. Our great buying power, combined with a large and perfectly equipped factory, enable us to produce decorations of the highest class at a minimum cost.

Our stock ranges from the most inexpensive domestic products to the finest imported flowers and each article we offer is the best that can be produced at the price we ask.

Let us supply the decorations for your next displays. Quality and appearance considered, we believe we can give you better values than any other dealer.

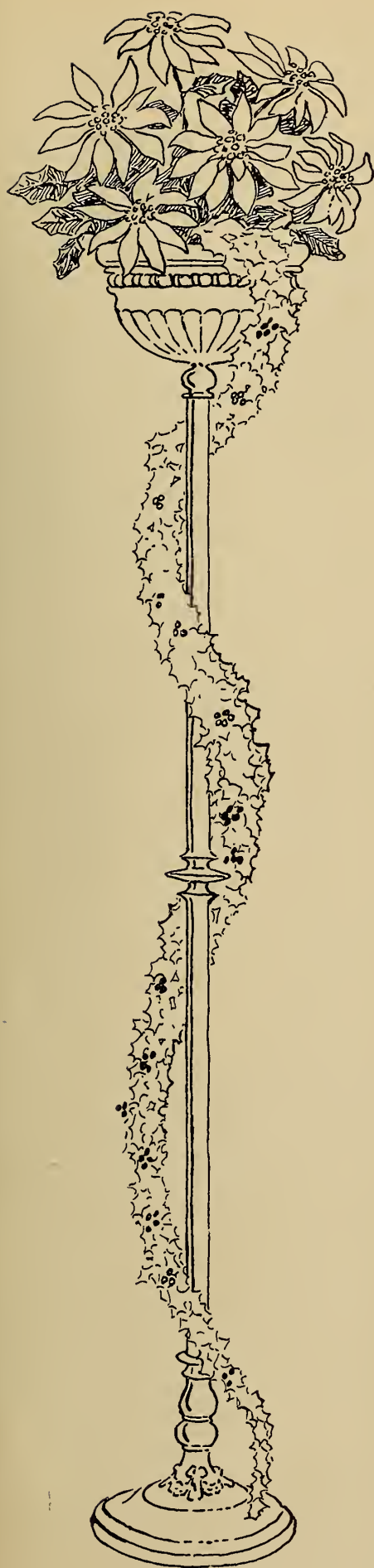
Send for our catalog and special circulars

The Botanical Decorating Co.

*Manufacturers and Importers of
Artificial Flowers and Decorations*

208 W. Adams St.

Chicago



ANOTHER CURTIS PRODUCT

CURTIS
X-Ray
Tru Da
TRADE MARK REG.



Tru Da Light
TRADE MARK REG. PAT. APPL. FOR

for all

practical purposes

*Wherever Daylight
is Needed in Stores*

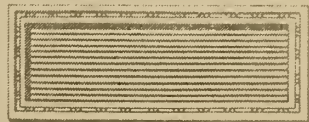
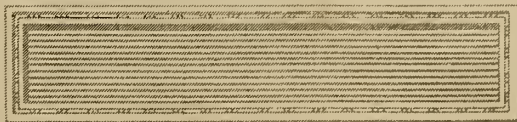
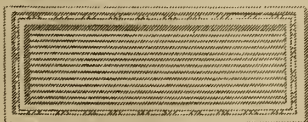
\$9.75

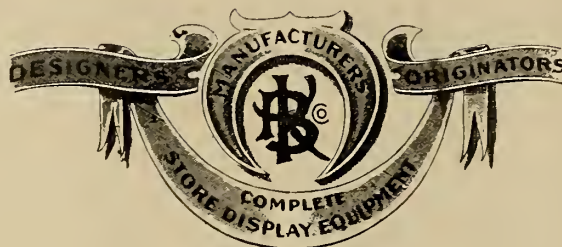
complete with Lamp

Curtis-Leger  Fixture Co.
235 West Jackson Boulevard
CHICAGO

Merchants Record and Show Window

December, 1919





Better Displays First

Makes a big difference in your business, doesn't it, whether you're a month behind or a month ahead of the other fellow in working out attractive windows.

Displays of the better kind will always keep you a step ahead of your community or your trade.

We are always developing something new in display equipment, and in using our products give you the opportunity to be the first to utilize these developments that proved so successful for other merchants.

**Manufacturers of the Mannequin Product
Display Forms**

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

Factories

Holyoke, Mass.

525-531 East 15th Street
NEW YORK

Rochester, N. Y.

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
1520 Woolworth Bldg.
New York City

Published by
The Merchants Record Co.

Publication Office
431 So. Dearborn St.
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid
United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 431 South Dearborn Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLV

NUMBER 6

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Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

CHEVALIER OF THE LEGION OF HONOR

Panama-Pacific Exposition, San Francisco, 1915, Hors Concours

In order to obtain perfect wax figures, see that my signature is stamped in the wax.

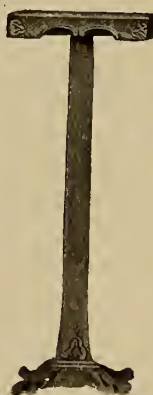
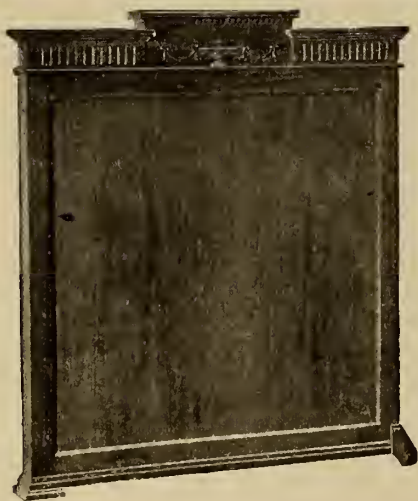
Do not buy wax figures before having consulted my catalogue.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission House

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

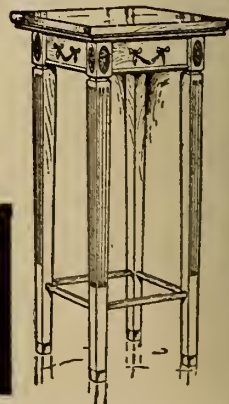


Make Buyers Out of Passersby

Displays arranged with Hugh Lyons fixtures gain the attention of passersby—bring them inside the store.

Hugh Lyons fixtures make business-getting displays possible.

Let us send you a complete set of our supplementary catalogs. A card will bring them to you.



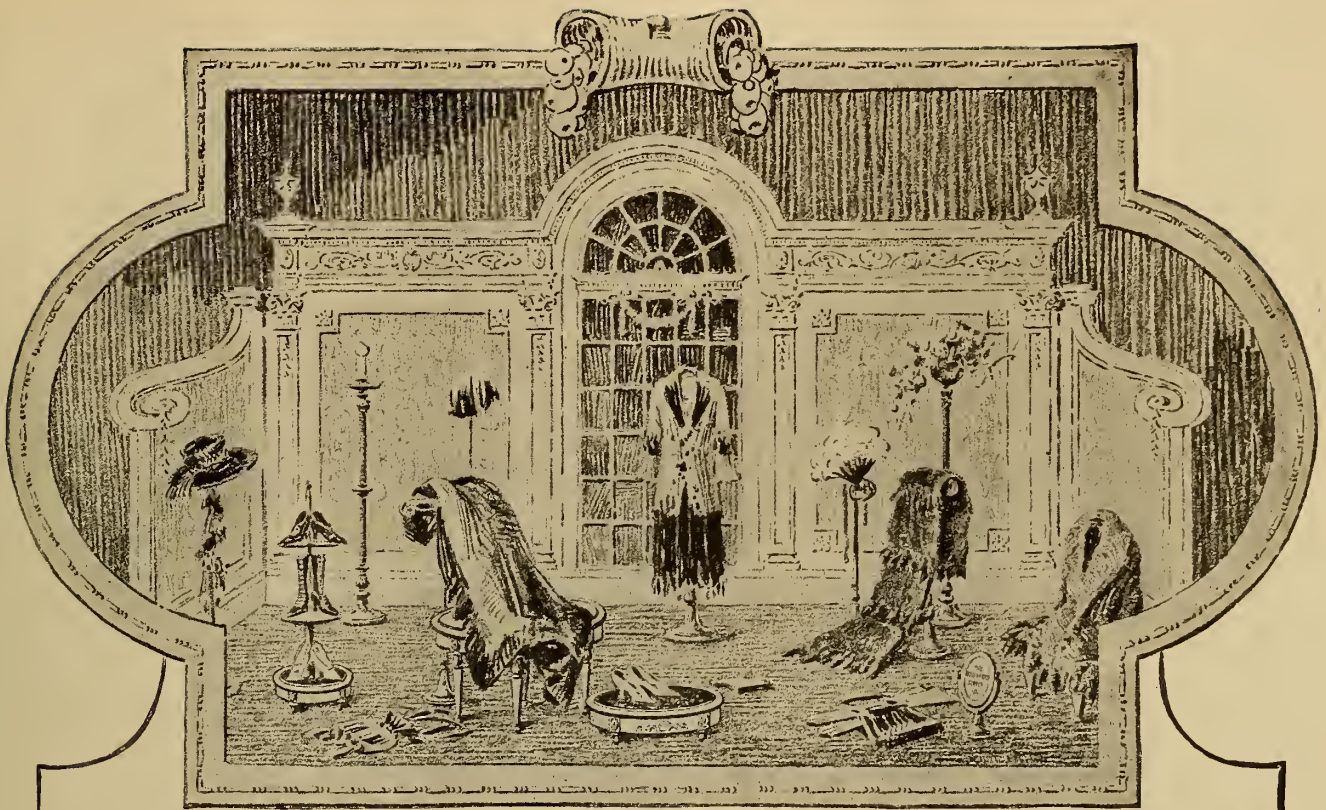
HUGH LYONS & COMPANY

"MAKE BUYERS OUT OF PASSERSBY"

LANSING - MICHIGAN

NEW YORK SALESROOM
35 W. 32 nd. STREET

CHICAGO SALESROOM
234 S. FRANKLIN ST.



THE DECORATORS SUPPLY COMPANY

FIXTURES for Window Displays have proved the best means of keeping the public informed on the distinct class of merchandise you sell. Harmonizing color effects with our Colonial Fixtures appeal especially in displays showing women's wear — they discriminate.

YOU WANT PROFITS

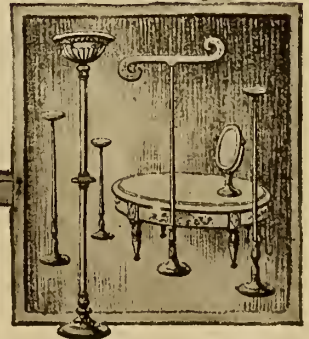
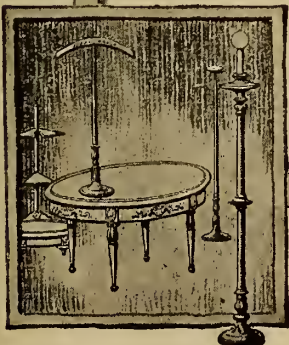
Help build prosperity in your community and incidentally AID in building up your profits by using our fixtures in your next Window Display.

Catalogue D. is free and, in addition to illustrating fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures shown — a
pleasing adaptation of
Colonial Design





W. T. GEISSINGER
PATENTEE AND
MANUFACTURER
82 SIXTEENTH AVE.
LONG ISLAND CITY, N. Y.

**MADE IN
U. S. A.**

NEW YORK'S LATEST SUCCESS IN SHOW CARD PRINTING OUTFITS

**PRINT YOUR OWN SHOW CARDS AND PRICE TICKETS
WITH GEISSINGER'S NEWEST BRUSH LETTER
RUBBER STAMP ALPHABET**

PATENTED
JANUARY 16, 1917

Looks Just Like Professional Lettering

Spring

THIS IS THE STYLE OF TYPE OF
MY ALPHABET

Offerings

"MORE SELLING POWER TO YOUR WINDOW DISPLAYS"

The Wonderful Decorations of Nature have never yet been improved upon



Southern Wild Smilax—The most beautiful of all greens, and it is unusually fine this year.

Case No. 1—Covers 600 square feet wall space.....	\$4.50
Case No. 2—Covers 400 square feet wall space.....	3.50
Case No. 3—Covers 300 square feet wall space.....	3.00
Case No. 4—Covers 200 square feet wall space.....	2.00
Case No. 5—Covers 100 square feet wall space.....	1.00

Natural Holly—The standard decoration wherever Christmas is known. Our holly is an exquisite green with many red berries. Packed in regular 2x2x4-foot cases.

Per Case.....\$3.50 Per Half Case.....\$2.00

Long Needle Pines—Splendid for any kind of decoration. A beautiful green that lasts.

2 feet high. Per dozen.....	\$1.25	Per 100.....	\$ 6.00
3 feet high. Per dozen.....	1.50	Per 100.....	8.00
4 feet high. Per dozen.....	1.75	Per 100.....	10.00
5 feet high. Per dozen.....	3.50	Per 100.....	25.00

Chamaerops Palm Crowns, medium. Per dozen.....\$2.00

Large, per dozen.....3.00

Chamaerops Palm Leaves. Per 100.....2.00

Sabal Palm Leaves. Per 100.....3.00

Southern Gray Moss. Fine for lining Windows and interior festooning. Per sack of 25 pounds.....3.00

Fadeless Green Moss. Very effective for covering floors and many other uses. Bag contains 100 square feet. Per bag.....4.00

Make up your order from this ad. We guarantee all our goods to be satisfactory.

Prices F. O. B., Evergreen, Ala.

All Rumbley greens are carefully selected and only the best are shipped. All orders filled promptly.

The Rumbley Co.,

Evergreen, Ala.



SPRING DECORATIONS SHOULD BE PLANNED NOW

The preliminary work in planning a successful spring campaign necessitates an expenditure of time with thought back of it. If we wait until the last minute the chances are that something important will be forgotten or perhaps will have to go undone for lack of time.

It is only a short time at the best before you will need good decorations for your Show Windows. Why not begin now? Why not turn the work over and let us study out the problems for you? We have every facility, and an unlimited number of good, snappy ideas that will mean money to you when the curtains go up for your Spring Opening. Begin now.

THE BODINE-SPANJER CO.

Designers and Manufacturers of Decorative Backgrounds for Show Windows

Phone Diversey 2585

1160 Chatham Court

CHICAGO

To get to our studios, take Larrabee St. car, on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court

DO NOT FAIL TO VISIT OUR SHOW ROOMS AND STUDIO WHEN IN CHICAGO



Humanized Wax Figures

You will notice the difference between Feldman Figures and others the moment you see them.

Feldman Figures have a style and distinction that place them in a class of their own—they are the aristocrats of wax figures and they show off the handsomest gown or the simplest house dress with all the grace of the handsomest living model.

These figures are as nearly perfect as the most expert sculptors can make them and each one is finished with exquisite care. They will increase sales wherever they are used.

All Feldman Display Fixtures are as good as Feldman Figures. You will find them handsome in appearance, durable in use and they cost no more than ordinary fixtures.

Send now for our latest circular—It's a good one.

Feldman Fixture Co.

22-26 W. 30th St.

New York



Display Men

DO you want to get beautiful effects on your colored backgrounds?

If you do, get our catalog and color cards of paints and cardwriters' supplies.

Our specialty department will take care of your painting problems and do it quickly, courteously and satisfactorily.

WALLBRUN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.



What are your Windows Worth?

Board them up one week and you will find that even your regular trade buys where they can see the merchandise displayed to appeal to their taste.

Then why not attract new trade to your store by using the most modern Display Fixtures.

The Onli-Wa Line is the line.

Send for our latest Catalogue of Modern Fixtures for all uses.

THE ONLI-WA FIXTURE CO.

Dayton, Ohio

The Onli-Wa is the right way.

BRADFORD-CHICAGO

A Spot of Bright Sunlight on
Each Counter Day or Night

Bradlite

COLOR MATCHING
LAMP

SHOWS COLORS IN THEIR
TRUE VALUES

Bradlite is the first device of its kind ever offered merchants which is PORTABLE, and which does not require expensive installation and special wiring. It is finished in beautiful and rich Monumental Bronze and is an ornament to any department in which it is used.

FREE TRIAL OFFER

Write and Ask Us About It Now, When Days Are Dark

There are many fabrics which heretofore could not be sold advantageously except where daylight was available. With BRADLITE all such materials may be shown and sold without regard to light conditions. Under its discriminating light even the most delicate and semi-invisible patterns, stripes and textures show in their proper color relations.

NO INSTALLATION EXPENSE. NO UPKEEP EXPENSE

Complete unit, 22 inches high, ready to install, with silk cord and standard plug, \$12.00 each, f.o.b. Chicago.

READY FOR IMMEDIATE SHIPMENT

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG

178 W. Jackson Blvd.

Medinah Bldg., Chicago

BRADFORD-CHICAGO



Our displays were excellent,
but they *did not sell*—

"Our merchandise was of the best and we knew our prices were conservative in comparison with the prices of other stores.

"But the cold fact remained, we were not selling the goods we should through our displays.

In this typical Kawneer Installation note the large amount of window space for a store of this frontage.

Are your windows as inviting as these? They should be!

"We then analyzed and investigated and compared our store conditions with that of other successful merchants.

"And this is what we found. We found our STORE FRONT was counteracting our window displays.

"Then we decided on a KAWNEER STORE FRONT.

"Now after a few months we can hardly believe the results. The Kawneer Store Front specialists increased our window space with our same frontage. But our lesson was costly."

Are you satisfied with the results your windows are producing? We can show you how the Kawneer Front will increase your sales.

Our BOOK OF DESIGNS contains a number of illustrations showing diagrammatic and actual installations.

Write today for a copy.

For Your Convenience Use the Coupon

Kawneer Manufacturing Co., 2002 Front St., Niles, Mich.

Kawneer Manufacturing Co.,
2002 Front St., Niles, Mich.
Send me the BOOK OF DESIGNS.
Name
Address
City and State



When Making Changes In Your
Store Front, Do Not Overlook

The Most Important Improvement—Your Show Window Lighting



*No other change, no matter what the cost,
will so improve your windows*

A one-piece glass silver plated reflector of special design is now the recognized standard for window lighting. Compared to trough reflector or any other system, double the light will be obtained, using the same lamps. Not only twice the light at the same cost, but a better quality, making the window attractive and the goods displayed desirable.

Of Reflectors of This Kind, "PITTSBURGH" REFLECTORS are

Insist on "Pittsburgh"
from your electrical
contractor.

The utmost in efficiency.
Unequalled for durability.
Most economically installed.
Lowest in price.

Write for catalog.
Submit sketch of window
for free lighting plans.

PITTSBURGH REFLECTOR AND ILLUMINATING CO.

Chicago Office,
565 W. Washington St.

PITTSBURGH, PA.

San Francisco Office,
75 New Montgomery St.

Special Decorations for your January White Goods Sale

Make your windows and interior more cheerful looking by
using some of these numbers

Loose blossoms and foliage which can be used on natural branches.

Regular size Apple Blossoms with centers, \$4.50 per thousand.

Large size Apple Blossoms, without centers, \$3.90 per thousand.

Apple Blossom Foliage, \$3.00 per thousand.

Dogwood Blossoms, \$8.50 per thousand.

Dogwood Foliage, \$5.50 per thousand.

Wild Rose Blossoms, \$1.90 per gross.

Wild Rose Foliage, \$0.75 per gross.

Wistarias, any color, \$4.50 per gross.

Cloth Apple Blossoms and Foliage

Apple Blossoms, extra fine quality, 85c per gross.

Apple Blossom Foliage, \$4.50 per thousand.

No. 9900. Cloth Apple Blossom Spray. Something entirely new. Size of spray 18x48 inches. Flowers come in pink and lavender tints.

Price, per dozen..\$ 9.00 Per gross 90.00

Can furnish the above spray in paper.
Price, per dozen..\$ 6.50 Per gross 70.00

The following numbers are made of the highest class of paper material.

No. 5098. Apple Blossom Vine, with twelve leaves and twelve flowers. Flowers come in pink and lavender tints.

Price, per dozen..\$ 1.75 Per gross 18.00

No. 3027. Wistaria Vine, with twelve leaves and three flowers. Flowers come in lavender and pink tints.

Price, per dozen..\$ 2.25 Per gross 21.50

No. 5090. Wild Rose Vine, with twelve leaves and six flowers. Flowers come in lavender and pink tints.

Price, per dozen..\$ 1.75 Per gross 18.00

No. 9026. Tissue Oak Foliage Branches. Comes in pink, white, lavender, or any color desired. Size 15x36 inches.

Price, per dozen..\$ 1.50 Per gross 15.00

Write today for our Spring folder.

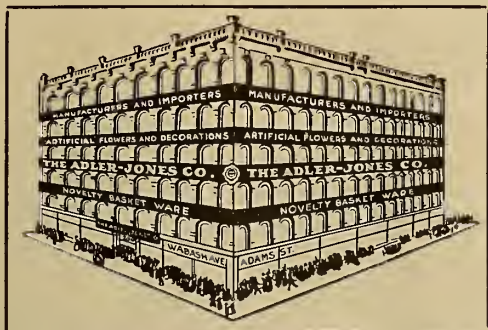
J. F. GASTHOFF & CO.

Leading Manufacturers of Artificial Flowers
and Decorative Supplies.

Danville, Illinois



Remember our new address
206 S. Wabash Ave.



*"One Minute
from
State Street"*

We're Moving!

Into new and larger quarters—
in the heart of Chicago's famous busi-
ness district, "The Loop."

It means an expansion of our Service De-
partment—increased production—larger
display rooms—more satisfactory service
than ever to our customers.

Come in and see our new quarters—we'll
be glad to see you after the middle of
December at 206 South Wabash, at the
corner of Adams and Wabash.

The Adler-Jones Company
333 S. Market St. Chicago

Compo-Board

Study carefully the details of the de-
sign on the cover of this month's issue
of *Merchants Record and Show Win-
dow*. Here is a background that is
comparatively simple to execute pro-
vided you have a supply of Compo-
Board, to the surface of which you can
glue a very good paper imitation of
walnut or other wood.

Compo-Board is built with kiln-dried wood slats
as a foundation. It comes four feet wide by 1 to 18
feet long. It can be sawed in all directions without
splitting. Compo-Board is not affected by heat or
moisture, consequently will not warp, buckle or
split.

SEND FOR SAMPLE OF COMPO-BOARD



No other material quite so good for making cut-outs as Compo-Board

Compo-Board Company

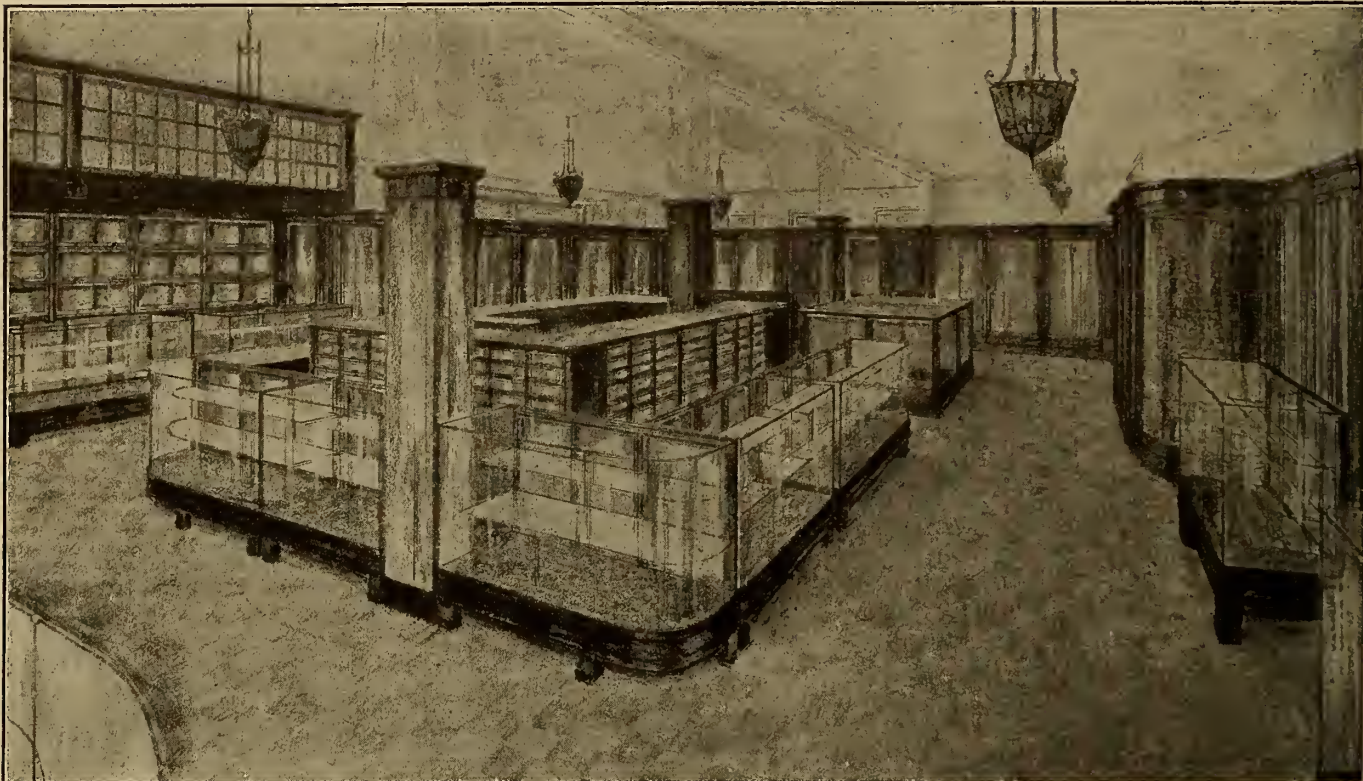
1404 LYNDALE AVENUE, NORTH

MINNEAPOLIS

MINNESOTA

IT COSTS NO MORE

To Have Artistic and Well Ordered Stores



Perspective of a recently-planned Welch-Wilmarth store at Holyoke, Mass.

Our designing department has been given such careful study and such close attention that we believe we are not overstating the facts in claiming that our staff of store architects is second to none in the Nation. The service we render you is better because we do not apply long distance methods. Our man comes to your store with his tools and paper—consults you and your department managers—applies himself to your special needs—draws and redraws (always under your direction) until both the layout and the approximate price suits you.

This service is offered to you without any obligation whatever. We render it only that you may ascertain your wants, and thereby enable us to quote our price covering those needs. If our prices suit, you can order, if they don't you can go elsewhere and you are under no obligation to us. The advantages that our offer therefore represents to you are:

1st—Best possible design.

2nd—Better design because of the close personal service.

3rd—Better cost assurances.

4th—No architectural fees.

5th—Lower costs of equipment because designed to standard sizes which permit the larger manufacturers who make only standard sized furniture to supply.

WELCH-WILMARTH COMPANIES

Grand Rapids, Michigan

Branches

NEW YORK

CHICAGO

ST. LOUIS

PITTSBURGH

PHILADELPHIA

MERCHANTS RECORD and SHOW WINDOW

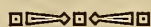
VOLUME XLV
NUMBER 6

DECEMBER, 1919

Single Copies
Thirty-five Cents

Light a Selling Help in Merchandising

The selling value of display is recognized by all merchants, but many displays are severely handicapped because of poor lighting—The three systems of lighting—The relative worth of the direct and indirect systems—Lighting requirements in store departments.



By Thomas F. Chantler
The Society for Electrical Development, Inc.

PEOPLE like to see what they are buying, and, other things being equal, buy most readily that which they can view easiest and best.

Methods for demonstrating that fact have been explained in preceding articles of this series. Besides, most merchants do instinctively recognize the value of good lighting; they stand more in need of assistance in effecting improvements in their store lighting, than of further urging to make such improvements. In this article, therefore, it will be the aim to explain something of the fundamentals of good department store lighting; those still in need of persuasion to effect such improvements had best look elsewhere.

What constitutes good department store lighting?—that is the question which each merchant must decide for himself at the outset. Otherwise, he will be in the position of attempting to accomplish something without knowing actually what results must be achieved. Accident alone can be depended upon for satisfactory attainment under those conditions.

The efficiency of the system must be judged by the results in illumination which it provides, rather than by such items as expense of installation and upkeep. The meter supplies data on the amount of current that is used, but it rests entirely with the merchant to see to it that he gets the amount of light he pays for. That means (1) proper choice and arrangement of fixtures, (2) the correct selection of lamps, and (3) careful attention to both lamps and fixtures. Dust and dirt, for illustration, may reduce the amount of light as much as 50%. In other words, one clean lamp will do the work of two dust and dirt-covered ones.

Inasmuch as lamps are rated according to their light producing capacity, and the illumination so provided is measured in terms of the same order, the merchant's first step should be to acquaint himself with the meaning of the terms employed to express such things. They are easily given and equally easy to understand.

Undoubtedly every merchant in the land is familiar with the term "candle power," but probably few are clearly informed as to the precise meaning of that term. However, the explanation is within the understanding of even the errand boy.

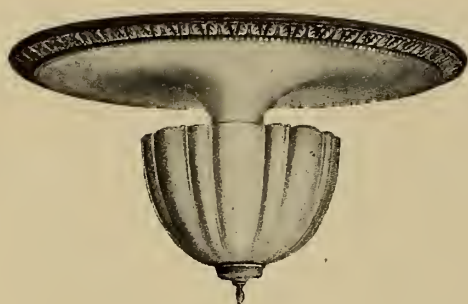
Go back, Mr. Merchant, in imagination to the days of the tallow candle, and then conceive of the discussions that undoubtedly were occasioned by the introduction of the oil lamp. Can't you just hear the advocates of the new lighting medium contending that one lamp gave as much light as so and so many candles, that the illuminating power of the lamp was a certain number of candle power? Probably, too, those early comparisons were made by gauging them by means of the eye, setting up the candle and the lamp in the line of vision and viewing them on the horizontal plane, that being the easiest and most natural direction in which to look. That undoubtedly was the method.

The one important thing to keep in mind in the above connection is this: *originally the stated candle power of a lamp explained the intensity in the horizontal direction only; it did not indicate the quantity of light emitted in all directions*, where today all lamps are rated in terms of mean spherical candle power.

The average of all the candle powers in all direc-

tions about a lamp is referred to as *the mean spherical candle power*. In other words, an electric lamp giving one candle power of light in all directions would have a mean spherical candle power of 1.

In the popular understanding of lighting, however, the term which is most familiar is the *foot candle*, although in all probability few outside the lighting profession are aware of its exact meaning. Briefly, a crude illustration of the foot candle can be had by considering the intensity of illumination on a newspaper held one foot away from a candle. To put it now a bit more exactly, "the foot candle represents an intensity of illumination equal to that produced at a



THE AMERICOLITE LAMP.

point on a plane which is one foot distant from a light source of one candle power, and which is perpendicular to the light rays at that point." Two candle power would give two foot candles of light under similar conditions; three candle power, three; and so on.

Now, the mentally alert merchant will be wondering how it is that the amount of light emitted by a lamp is measured. It is very simple. Let him imagine a globe measuring two feet in diameter on the inside. Let him further picture it as painted black on the inside; then let him imagine a point source of one spherical candle power exactly at the center of that globe—the source being one foot in all directions from that inside black surface, in other words. (The idea in painting the inside surface of the sphere or globe black is so that light falling upon it will be absorbed and none of it reflected.) Then if an opening one foot square is cut in that sphere the amount of light that escapes from that one candle power is considered to be a definite unit of quantity, called a lumen. When two candle power is used two *lumens of light* are emitted, and so on. And when the amount of light emitted by that one-foot-square opening is known it then is an easy matter to determine the total volume of light emitted in all directions by that source. Because by geometry it is known that the total surface of a sphere having a diameter of two feet is 12.57 square feet. Thus if the mean spherical candle power of a lamp is known we have only to multiply this value by 12.57 in order to obtain the number of lumens emitted by that light source.

Now one point more and then the merchant will be able to talk understandingly with the lighting man about the better illumination of his store.

By the operations which have just been explained it is shown that the intensity of light falling upon one square foot of the inside surface of a sphere two feet in diameter and having a point source of one spherical candle power placed directly at its center is 1 foot candle. Also we know that the quantity of light direct from the source which falls upon one square foot of the surface of that sphere is 1 lumen. Thus is derived the important law that where 1 lumen is so utilized that all the light is spread over a 1-foot-square surface, that surface is lighted to an average intensity of 1 foot candle. And through that law the designing of a lighting installation is greatly simplified. Because the number of square feet to be lighted and the required intensity of illumination being known, it is a simple matter to determine how many lumens must fall on the working plane. For instance, should it be necessary to illuminate a working surface of, say, 100 square feet to an intensity of 5 foot candles, 500 lumens must be utilized.

The Three Systems of Lighting

The simplest method of explaining the three systems of lighting is to refer to the methods of Nature, herself. That plan also will make it easy to show wherein light without stint is not necessarily good lighting. The sun's light is, to all intent and purpose, "without stint"; and we all know just how much eyediscomfort, or strain, direct sunlight occasions.

It is generally recognized that the ideal lighting occurs on a cloudy day when light from the sun must pass through a screen of vapor and clouds before reaching us. So if we may take a lesson from old Mother Nature we may safely conclude that she accomplishes her best results by means of modified lighting.

When the light of the sun falls directly upon us Nature may be referred to as supplying a *direct* form of lighting.

When man conspires with Nature so as to have the direct rays from the sun reflected from outside a building through windows against which the actual rays do not strike, an *indirect* system of lighting is obtained.

Patterning after nature, man has devised the direct, indirect and semi-direct systems of lighting, and then gone a bit further by working out general and local systems of lighting.

It should be noted, however, that in practically all lighting systems some portion of the illumination is received indirectly. That is to say, some portion of light is practically certain to go first to ceiling or walls and be reflected from there to the working plane. In direct lighting, and when utilization of



INTERIOR OF WOODWARD & LOTHROP STORE, WASHINGTON, D. C., EQUIPPED WITH AMERICOLITE LAMPS.

maximum direct light is important, it is the aim to make the indirect lighting as negligible as possible, allowing only enough light to reach the walls and ceiling to dispell any tendency to a "gloomy" appearance.

Indirect illumination is achieved by having the light reflected by a very large area—the ceiling and upper walls—which gives what is known as a diffuseness of illumination. By this system no direct light reaches the working plane, the light source being concealed beneath an opaque unit having an inside reflecting surface which turns the light rays back to the ceiling and upper walls.

What has been said of indirect system applies with one exception to the semi-indirect system. The exception is this: the light source is screened beneath by a translucent rather than an opaque unit so that some of the illumination is received directly, the balance, as in the case of the other system, being directed to the ceiling and walls and from thence to the working plane.

When properly designed, the semi-direct system possesses advantages equally with the totally indirect system. It has also one decided advantage over the indirect method; it is more attractive in appearance and avoids the distracting effect of a brilliantly lighted ceiling with no visible source of light. There is, however, one feature which should be carefully guarded against; it is this: there is the danger that the translucent units used will transmit too great a proportion of the light directly. Thus, when too much light is transmitted the efficiency is rarely any greater than with totally indirect lighting; and the illuminating advantages of the indirect lighting are correspondingly reduced. Just in that connection, too, it is interesting to note that in the opinion of competent engineering opinion the most satisfactory results occur when the brilliancy of the light unit is the same or approximately the same as the brilliancy of the ceiling.

Regarding the relative worth of the direct and indirect systems of lighting it has been stated, in a

paper read before the Pittsburgh section of the Illuminating Engineering Society, by H. M. Shalling, that:

"Obtaining a large portion of the illumination indirectly has the following disadvantages as compared with direct lighting:

"(1) Lower efficiency; to produce a given illumination requires about twice as much light with indirect lighting as with efficient direct lighting.

"(2) More rapid depreciation due to the collection of dirt.

"(3) A lower degree of perspective, since sharp shadows are largely eliminated.

"(4) An unduly bright ceiling which often gives an unpleasant psychological effect, especially when the opaque unit of the indirect lighting forms a contrast with the brightly lighted ceiling.

"For the reasons cited above, and since in the average department store a comparatively large area must be illuminated, it would seem that in most cases the general illumination can be obtained more economically, efficiently, and with units which will be sufficiently attractive in appearance, by a system of direct illumination.

"Moreover, it is generally considered by most authorities that the advertising value or attractive power of a direct is far greater than that of an indirect system. It is not meant by this, however, that exposed light sources should be used for this purpose, but either totally enclosing units or reflectors which practically conceal the light sources in the case of incandescent electric lights. It is not the purpose of a department store to install lighting fixtures for display, except in those spaces devoted to the sale of such goods. The light units should not attract attention from the goods displayed; the object should be to provide proper illumination for the display of goods at a reasonable expense to the owner; the fixtures, of course, should be sufficiently artistic in appearance and of a character which will be in harmony with the architectural surroundings.

Important Considerations Involved

"Color value.—The light units employed should give light which in color approaches as near as possible that of natural daylight, so as not to distort the colors of the goods displayed. But there are certain classes of goods which will be used almost entirely under artificial light, such as are found in the home, theatre, and similar places; the light under which these goods are sold should approximate that un-



J. B. FOSTER DRUG STORE, NEWARK, N. J. LIGHTED BY 5-200 WATT MAZDA C LAMPS IN CYLINDRICAL REFLECTORS.

der which goods will be used, which is in general the incandescent electric lamp.

"Due to its high efficiency, the possibility of a more efficient utilization of its light by the use of properly designed reflectors, ease of maintenance, and the range in sizes available, the tungsten filament lamp has gradually displaced the arc lamp for department store lighting.

"While tungsten lamps do not give the same color values as are given by daylight, the approximation is close enough for most practical purposes. For particular cases, special arc and incandescent units which give a closer approximation to daylight values have been developed and are continually being improved. At the present time, however, they are being used in specially prepared spaces and not for general purposes.

"Avoidance of High Intrinsic Brilliancy.—The avoidance of glare from exposed brilliant sources is essential. If enclosing opal or prismatic glassware be used, this effect is reduced practically to a minimum. If prismatic or opal reflectors are used they should be of a deep bowl shape so as to completely screen the lamp filament from the eye in all its normal positions. It is advisable also that the lower portion of the bowl of the lamp be etched or frosted.

"Uniformity of Illumination.—The light units should afford such distribution of light as will produce a reasonable degree of uniformity of illumination; glassware which will effect the most desirable distribution of the light from the particular lamps, or for any particular arrangement of outlets or class of lighting, service should be selected with care."

Lighting Requirements in Store Departments

Artificial lighting in some form is essential to modern large department store operations. Ground rentals are too high now-a-days to admit of stores being designed so as to provide adequate daylight throughout. Besides, that term "*adequate daylight*"

has been given a new meaning of late. It has been shown that daylight is itself a too variable quantity, and, also, that not a sufficient amount of daylight can be depended upon to reach all points within a building.

The outside light on a bright summer day has been estimated to equal the equivalent in intensity of 5000 ft. candles. On that basis of intensity work is generally possible inside a factory building with a daylight factor of 1/10 of 1% or 5-foot candles. However, British tests have shown that on the average December day the outside daylight does not exceed 750-ft. candles, even at noon. Thus on the basis of 1/10 of 1% the inside factor will be less than 0.75-ft. candles during practically all daylight hours, during the winter. It is estimated by the way, that the proportion of outside light which reaches the inside of a building through windows seldom reaches 10% and very frequently does fall as low as 1/10 of 1% at various points. Those figures have been derived in connection with the problem of factory lighting but they are applicable in the main, nevertheless, to department store lighting.

Quoting from remarks by the engineering department of the General Electric Company regarding the desirable intensity of illumination for department stores it is stated that tables have been worked out by competent engineers giving the desirable quantity of light for the different departments; as follows:—

	Foot	Candles
Art (light and exhibits).....	5.0	10.0
Book	3.0	5.0
China	2.0	3.0
Cigar	4.0	6.0
Clothing	4.0	7.0
Cloak and suit	4.0	7.0
Confectionery	3.0	5.0
Drug	2.0	4.0
Dry Goods	4.0	7.0
Florist	2.0	3.0
Furniture	2.0	4.0
Fur	5.0	8.0
Groceries	2.0	4.0
Haberdashery	5.0	7.0
Hardware	2.0	3.0
Hat	4.0	6.0
Jewelry	4.0	6.0
Millinery	4.0	6.0
Music	2.0	4.0
Notions	3.0	5.0
Piano	2.0	4.0
Rug racks	8.0	10.0
Shoe	3.0	5.0
Stationery	2.0	4.0
Wall paper	4.0	5.0

Those figures are not to be adhered to rigidly of course, but they do supply a good starting point for the calculations of the merchant who aims to illuminate his merchandise in the degree and manner best conducing to its sale. Just here, too, it may be well to mention certain points it is well to have in mind; as follows:—

1. Large stores, especially those with low ceilings, usually can be better illuminated by a number of small lighting units, rather than by a few large ones.

2. An object is seen by the light it reflects; therefore the light must be on the display, rather than in the eyes of customers.

3. Customers and salespeople should see goods in the same light.

4. As far as may be possible, it should be the aim to have lighting sources so arranged that customers may inspect goods freely without their bodies getting between the light sources and the goods and thus occasioning annoying shadows.

5. The purpose being to sell merchandise and not fixtures, the latter should not be so designed or located that they will divert customers' attention away from the goods.

6. In certain departments, such as furniture, polished surfaces are the rule or generally so, and unless the light is highly diffused a very considerable amount of glare results. Frequently, too, the endeavor to minimize such glare leads

to an unwarranted reduction in candle power. That is poor practice. Other means should be found for minimizing the glare; the visibility of the goods should not be impaired.

7. In certain other departments, such as rugs and carpets or men's clothing, the dark colors which abound absorb an unusually high percentage of the light falling upon such displays. This, of course, diminishes proportionately the amount of light which such displays reflect, thereby reducing the visibility of the goods accordingly.

This creates the impression that the lighting intensity is much lower in such departments than in others abounding in bright colors and polished surfaces, as in effect is so. Allowance should be made for this condition when stipulating the lighting intensity—people like to see what they are buying.

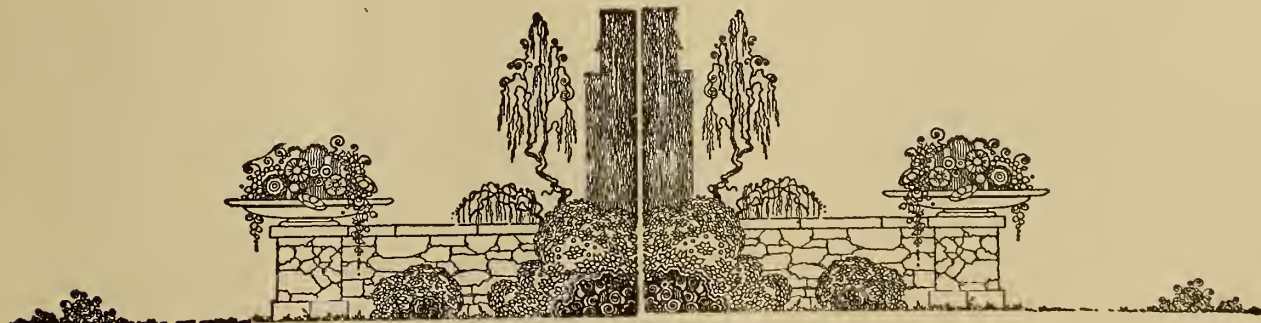
8. Because of the good illumination afforded on shelves and walls, as well too because of a wide variation of design and cost, enclosing systems of lighting are finding considerable favor for large store work. But it should be recognized that this system is really satisfactory for counter illumination only when a prismatic glass reflector is used. From stand-points both of eye-comfort and beauty the indirect and semi-direct systems are preferable. With the indirect system of illumination the ceilings should of course be light colored.

9. When the totally indirect system is employed the direction of light is more nearly vertical and the diffusion more nearly complete than with other systems. But there is apt to be this drawback: the great diffusion of light tends to soften and minimize shadows; and sometimes shadows are helpful in judging the size and shape of an article of merchandise.

10. On vertical surfaces a better light is supplied when the luminous-bowl type of indirect unit is used. This type of unit frequently adds somewhat to the appearance of the store, due to the luminosity of the bowl. But in an even greater degree like effects may be obtained by use of semi-indirect units. If properly selected they have the extra advantage of added efficiency.

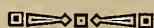
11. To obtain correct results with either the indirect or semi-indirect systems it is highly desirable that the inner surface of the bowl possess a high reflecting quality.

12. Bear in mind that the first consideration is to determine upon the points and location of maximum illumination. That must be done before intelligent steps can be taken towards the selection of the proper illuminating system and units. Also, the lighting requirements may, and doubtless will, differ in the various departments of a large store; and that uniformity of the lighting system throughout the store is not nearly so desirable as it is to have uniformly good illumination in all departments. That condition is particularly easy to accept if recognition first be given to the cardinal principle that the ideal lighting system is that one which perfectly illuminates the goods without attracting attention to itself. Hence, variations in the lighting system provided they make for improved illumination, will not be generally noted anyway.



Quality Goods and Service

Popularity of plan and store policy and quality merchandise responsible for remarkable growth in the business of Carswell Clothing Company—Large patronage makes additional store space necessary—Completely outfitted with modern equipment.



SYSTEMATIC arrangement of departments and economy of space, together with arrangements for attractive display space have been principal objectives in the planning and equipping of the new store of the Carswell Clothing Company, Springfield, Illinois. Forced to expand because of a remarkable growth in business during a brief period of three years the capacity of this progressive retail merchandising institution has been doubled, and it now ranks with the finest general clothing establishments in the state. The improvements added in the original Carswell store, and the addition and remodeling of an adjoining building leased by the company was necessary because of the tremendous development of a business that has been unusually successful from its formation in 1916.

The new store has a combined area of more than eight thousand square feet, which includes the entire first floor of the two large store rooms now occupied and a double basement, which has also been remodeled and refitted in order to provide additional sales space. The store is divided into distinct and separate departments, all of which are combined into one large well arranged stock of merchandise.

The ladies' ready-to-wear department occupies the entire room which was the store quarters before the expansion, and in this section are maintained complete and up-to-the-minute lines of suits, coats, dresses, skirts, waists, petticoats, sweaters, furs, millinery, etc. A portion of this department is devoted to suits, coats, hats, sweaters and furs for misses.

The men's wear department is maintained in the new section of the store, and presents a beautiful arrangement of modern show cases and clothing cabinets. These cabinets and show cases are made with the maximum of display space, absolutely dust-proof and afford the opportunity to handle sales with the maximum of simplicity and dispatch. A separate department of boys' clothing is maintained at the rear of the men's section. Here may be found suits, overcoats, mackinaws, sweaters, hats, caps and shoes for the growing boys. All merchandise is in plain view of the customers.

The interior of the store is finished throughout in mahogany, with the woodwork of the store rooms, including all of the fixtures, show cases, clothing cabinets, office furniture, etc., finished in mahogany



NEW STORE FRONT OF THE CARSWELL CLOTHING COMPANY, SPRINGFIELD, ILLINOIS.



LADIES' READY-TO-WEAR DEPARTMENT, AS SEEN FROM THE FRONT ON ENTERING CARSWELL STORE.

color, thus lending an air of richness and elegance to the establishment. The arrangement of the cases and cabinets in which the merchandise is displayed is such that any piece may be easily reached and quickly placed in view before the customer. This system of cabinet arrangement keeps the huge stock directly before the salesmen so that no delay is ex-

perienced by the customer while the clerk makes a search for any particular garment.

Undoubtedly the most attractive feature connected with the new store is the beautiful series of show windows with the central window open to view from three sides. A complete new outfit of display fixtures has been installed.



MEN'S CLOTHING AND HABERDASHERY DEPARTMENT OF THE CARSWELL CLOTHING COMPANY, SPRINGFIELD, ILLINOIS.



GENERAL VIEW OF CARSWELL CLOTHING STORE, LOOKING THROUGH FROM THE MEN'S WEAR SECTION.

The improvement and expansion of the Carswell store adds much to the general appearance of the business district. Located just south of one of the principal business corners of the city—Sixth and Monroe—the wide front of the Carswell Clothing Store, with its neat, “classy” appearance, is one of the notable improvements of the present season. Springfield has many business places that give distinction to the city, but none that have improved more the appearance of their location than the new Carswell store.

The location of Carswell's is advantageous in the extreme. It is just across the street west of the government building and immediately south of the Ferguson building. More than half of the street cars of the city pass within one hundred feet of the store front, while nearly as many more come within a block of the store. Interurban cars from the south unload their passengers within a few feet of the store, while the interurban depot, where all other cars discharge their passengers, is within less than three blocks of the store. Nearly all people coming to the city gravitate toward Sixth and Monroe and Fifth and Monroe, which are rapidly becoming the centers of business. Carswell's is located near one of these centers—at Sixth and Monroe.

Another attractive feature that adds to the efficiency of the Carswell store is the new lighting sys-

tem comprising a well arranged series of new type electric lamps making the interior of the store almost as light as day, thereby being of inestimable value in the judging and selection of fabrics and colors.

Though featuring in its business the credit plan a survey of the books kept by the company reveals the fact that nearly one-third of the goods sold in the last three years have been paid for in cash at the time of purchase. Thus, the proportion of cash and time payment sales is not greatly different from many of the so-called cash stores. Nearly all stores that are supposed to sell for cash extend credits to patrons in varying degrees. Most of these stores run accounts for thirty and sixty days, while the Carswell store extends credit on purchases for from four to six months.

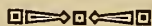
This large proportion of cash business makes it possible for Carswell's to sell at prices that compare favorably with the prices of any and all other dealers in men's and women's clothing. It is a fact that has been noted many times that customers will make purchases at Carswell's after a round of the stores inspecting goods and comparing prices.

Another fact that is full of meaning is that customers return to Carswell's after trading there once. A trial in the majority of cases means continued buying at this modern, service giving store.



Millinery Selection to Types

Principles and practical applications of the choice of millinery suitable for the various types—Materials and colors should be chosen for their fitness to the wearer—Fashionable color must stand on its merits and its fitness to the various complexions.



By C. J. Nowak

EVERY artist knows that in a portrait the beautiful tints of a woman's face are largely dependent upon the surrounding colors. The background, the lights, the dress, the bonnet are all carefully studied by the artist, and carefully painted, not for their own sake, but to enhance the beauty of the face. *The face should be beautiful, never by putting color upon it, but always by putting color about it.* It's the merchandise we are selling—not the complexion. Materials and colors for a dress or bonnet should be chosen, not for their beauty as they lay on the counter, or because they are beautiful on another woman, but for their fitness to the wearer.

We Are Not White Folks

By common speech our faces are called white, but to see how great our mistake, stand before a mirror and hold up to your cheek a sheet of white paper. The contrast is surprising. Supposing that you are asked what is the color of your face, what will your answer be?—Flesh color.—*What is Flesh Color?*

If you go into a hosier's and ask him for flesh color hose, he will produce to you a color known by that name to the trade. Ask an artist what is flesh color, and he will tell you that he has no one color that he can use for all flesh, but that every person has his own color, and there are as many flesh colors as there are persons.

What is the color of your face? It is of course easy for you to say that it is not navy blue—or emerald green—or chrome yellow—but what is it? Rest assured it is not white. Look intently into your mirror, holding at your cheek the piece of white note paper until you discover its prevailing tone—and do not be alarmed or your vanity wounded if you discover a shade of orange, purple, or even green. For as soon as you examine in an equally critical manner the faces of other women, you will find similar colors in their faces.

The face is a colored surface in reference to which the color of the dress or bonnet is to be chosen, and you should learn to match the face as you would match

a piece of ribbon, or find an effective contrast or complimentary shade for it.

The Hair

The foregoing remarks are equally true of the hair. For example, the color of light hair being essentially the result of a mixture of red, yellow, and brown, we must consider it as a very pale, subdued orange brown, the color of the skin, although a lower tone, is analogous to it except in the red parts.

A color may contrast favorably with the hair and yet produce a disagreeable effect with the skin. We have not simply to select such colors as harmonize or contrast favorably with the skin, nor the hair, considered alone, but the dress or bonnet must harmonize or contrast favorably with both.

Colors and Their Effect on the Hair

The colors which are usually considered as assorting best with light or black hair, are precisely those which produce great contrasts; thus: sky blue, known to accord with blondes, because it approaches the nearest to the complementary of orange, which is the basis of the tint of their hair and complexion. Two colors, long esteemed to accord favorably with black hair—yellow and red, more or less orange—contrast in the same manner with them. Yellow and orange red contrast by color and brilliancy with black, and their complementaries, violet and blue green.

Rose red cannot be put in contrast with even the rosiest complexions without causing them to lose some of their freshness. Rose red, maroon and light crimson have the serious disadvantage of rendering the complexion more or less green. By substituting light green for the rose red we find the combination mutually improved and heightened, and varying with the depth of the green, deep red, by contrast of analogy, blanches the complexion and it is necessary then to separate the rose from the skin, in some manner, and the simplest manner of doing this is to edge the draperies with a border of tulle.

Delicate green is, on the contrary, favorable to all fair complexions, which are deficient in rose and which

may have more imparted to them without disadvantage. But it is not as favorable to complexions that are more red than rosy, nor to those that have a tint of orange mixed with brown, because the red they add to this tint will be of a brick red hue. In the latter case a dark green will be less objectionable than a delicate green.

Yellow imparts violet to a fair skin, and in this view it is less favorable than the delicate green. To those skins that have more yellow than orange it imparts white, but this combination is very dull and heavy for a fair complexion. When the skin is tinted more with orange than yellow, we can make it rosy by neutralizing the yellow. It produces this effect upon the black haired type and it is thus that it suits brunettes.

Violet, the complementary of yellow, produces contrary effects, thus it imparts some greenish-yellow to fair complexions. It augments the yellow tint of yellow and orange skins, therefore the least favorable color for this skin. At least, when not sufficiently deep to whiten the skin by contrast of tone.

Blue imparts orange, which combines favorably with white and the light flesh tints of fair complexions. Thus, blue is suitable to most blondes and in this case justifies its reputation. It will not suite brunettes, since they have already too much of orange.

Orange is too brilliant to be elegant; it makes fair complexions blue, whitens those which have an orange tint, and gives a green hue to those of a yellow tint.

Lusterless White, such as cambric muslin, assorts

well with a fresh complexion, of which it relieves the rose color, but is unsuitable to complexions which have a disagreeable tint, because white always exalts all colors by raising their tone. Consequently it is unsuitable to those skins which, without having this disagreeable tint, very nearly approach it.

Black lowers the tone of the colors with which it is in juxtaposition, but if vermillion or rosy parts are somewhat distant from the drapery it will follow that, although lowered in tone, they appear relatively to the white parts of the skin contiguous to the same drapery, redder than if not contiguous to the black.

Head Dress in Relation to Skin Reflection

The effect of colored bonnets on the complexion can be readily understood and the truth determined. It is generally believed that a rose colored bonnet gives a rose tint to the skin, while a green bonnet gives a green tint to it, in consequence of the colored rays which each of them reflect.

A rose colored bonnet reflected upon the skin is very feeble except at the temples, wherever the rose parts are contiguous to the parts feebly lighted by daylight, when the latter appear very lightly tinged with green.

Green color reflected upon the skin is also very feeble except on the temples. Wherever the green parts are contiguous to parts feebly lighted by daylight the latter will appear slightly rosy. The effect of green in coloring it rose is greater than the effect of reflected rose in coloring it green.



PLATE No. 1061. DISPLAY BY CARL GOETTMANN FOR JOSEPH HORN COMPANY, PITTSBURGH, PENNSYLVANIA.

The background of this beautiful window display was natural paneled oak with a beautiful oil painting of a winter scene in the center. The painting was executed by one of Pittsburgh's best artists. Two figures were used, each with evening gowns and grey and natural

fur capes and throws. Two white polar bear rugs were used on the floor, and furniture was selected to match the hangings at the back of the window. Roscs were used in this display and a neat paneled card was placed in the center foreground.

Yellow color reflected upon the skin is very feeble, except on the temples, and wherever the yellow parts are contiguous to parts feebly lighted by daylight, the latter will appear very sensibly violet. Violet color reflected on the skin is feeble, even on the temples, and wherever the violet parts are contiguous to parts feebly lighted by daylight the latter appear slightly yellow, but this coloration is very feeble, because the violet shadows predominate. Blue color reflected on the skin is very feeble except at the temples. Wherever the blue parts are contiguous to parts feebly lighted by daylight the latter will appear slightly orange. Orange color reflected on the skin is feeble except at the temples. Whenever the parts are contiguous to parts feebly illuminated by daylight the latter will appear slightly blue.

Bonnets and Complexions

Dividing women into two characteristic types to which they will either correspond or approximate, we will consider the *bonnet* as related to these types.

A black bonnet, with white feathers, with white or red rose, suits a fair complexion. A *lusterless white bonnet* does not suit well with fair and rosy complexions, but is otherwise satisfactory with bonnets of gauze, crepe or lace. They are suitable to all complexions. The *white bonnet* may have flowers, either white, rose or particularly blue. A *light blue bonnet* is particularly suitable to the light-haired type. Can be ornamented with white flowers; some cases with yellow or orange, but not with rose or violet foliage. A *green bonnet* is advantageous to fair or rosy complexions, and it may be trimmed with white flowers, but preferably with rose.

A *rose colored bonnet* must not be too close to the skin, and if the hair is found not to be sufficient to produce a separation the distance from the rose color may be increased by means of white or green, preferably the latter. A light or deep red bonnet is not desirable except to diminish too warm a tint in the complexion. Finally, we should not recommend either yellow or orange colored bonnets, and at the same time be very reserved in the use of violets.

The Dark Haired Type

A *black bonnet* does not contrast so well with the general appearance of the type with black hair as with the other type, yet it may produce a good effect, and

receive advantageously accessories of white, red, rose, orange and yellow. A *white bonnet* demands some notice, as that, concerning its use in connection with the blonde type, except that for brunettes it is better to give preference to accessories of red, orange and yellow, rather than blue. *Rose red and cherry bonnets* are suitable for brunettes when the hair separates as much as possible the bonnet from the complexion. White feathers accord well with red, and white flowers with abundance of leaves have a good effect with rose. A *yellow bonnet* suits a brunette very well and receives with advantage violet or blue accessories.

The hair must always interpose between the complexion and the headdress. It is the same with bonnets of an orange color, more or less, such as *chamois*, with which blue trimmings are eminently suitable.

A *green bonnet* is suitable to fair and light rosy complexions, and rose red, or white flowers are preferable to all others. A *blue bonnet* is only suitable to a fair or light red complexion. When it suits a brunette, those having a tint of orange brown complexion, it may take to advantage yellow or orange trimming.

A *violet bonnet* is always unsuitable to every complexion, since there are none to which the addition of yellow will be favorable. Yet, if we interpose between violet and the skin, not only the hair, but also accessories of yellow, a bonnet of this color may be made becoming.

Whenever the color of a bonnet does not realize the intended effect, even when the complexion is separated from the headdress by large masses of hair, it is advantageous to place between the latter and the ribbons certain accessories, such as ribbons, wreaths, and detached flowers, etc., of a complementary to that of the bonnet, as prescribed for the violet example.

Beware of Fashionable Colors

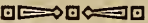
No modiste or manufacturer can alter the laws of the harmony of color. If a muddy green is unbecoming to you before it becomes fashionable, it is equally unbecoming to you while it is in fashion. So long as women are of different complexions so long will a fashionable color suitable for everyone to wear be an impossibility. By no means should you avoid a color because it is fashionable, but a fashionable color, like every other color, stands upon its own merits and upon its fitness to our complexions.





Photographing Window Displays

Many commercial photographers unable to produce good window photos—Various reasons for this failure—Possible to obtain best exposures in one to three minutes—Ray-filter one of greatest inventions in photography and will produce colors in true tones of light or dark shades.



By Raymond T. Whitnah

ALMOST every individual has some particular hobby which acts as a diversion from his regular line of work. He does not necessarily expect any financial returns, although in many cases he has that opportunity, but merely dotes upon that diversity for the personal enjoyment he obtains from it. Photography is an interesting subject and many Display Men enjoy taking photos of their own windows, or of subjects to their liking, not alone with kodaks, but many times with the standard view outfits.

The writer has had for publication and in contests many photos, all of which were taken by himself with better and finer detail and clearer description than shown by our local photographers, and the cost is less. Many of the best commercial photographers are unable to get good window photos; some because their lenses are adapted to day work where speed is no great asset; some because of the kind of plates they use, and the careless development of same, and others because they are unwilling to devote the proper time and carefulness in exposure. Many of the best photographers will laugh at you should you tell them that a better exposure can be made from one to three minutes than the ones they have been giving from fifteen to forty minutes to make. He will be dumbfounded when you tell him that the one to three minute exposure is made through a ray-filter (speed three to one), which means that ordinarily the speed would be three times as long under the above conditions. For example: If he had been making his exposures at twenty minutes it would then take sixty minutes for each photo. There are, however, several items to consider. A good lens is the most important. A ray-filter placed on the back of the lens which filters all the rays of the spectrum aids in getting detail in color combinations. The proper plate will save time and will also assist in getting more detail and better results. A method for cutting out reflection in the plate glass is due some consideration.

There are hundreds of kinds of lenses with as

many speeds and qualities. The amateur often makes the mistake of buying a cheap lens, which is simply throwing money away. The better the grade of lens the finer the grade of photo you can make. The lenses are mostly priced according to the quality and not so much according to speed. You do not need a lens of greater speed than F6-8. (All lenses are marked according to their speed, on the diaphragm of the lens.) The photos you take will possibly be 5x7 or 8x10 size and in purchasing lenses be sure to mention the size box you are using with same. By experience the writer has found the Rodenstock lens to be the most practical for window photos in F6-8 speed that has a diaphragm gauge from 8 to 128. It is also capable of making snap shots of from 1/100 of a second to a full second in time.

The ray-filter, one of the cleverest inventions in photography, when attached to the back of the lens will photograph any color in proportionate tones of gray, or in other words, will produce colors in their true tones of light or dark shades. Through the lens of a camera, red takes black, yellow takes dark grey and blue takes white. With the ray-filter, sensitive to all colors, you get these shades in tones of grey according to the intensity of the color subject itself. It will bring out the patterns in rugs, wall paper, brocade silks, tapestry, etc., with extreme accurateness. With the bare lens these same items would possess no great detail.

The ray-filter comes in various speeds as do the lenses, and some are sensitive only to reds, some to yellows and some possess the filtering qualities of all shades. The only dayplate that can be used with a ray-filter is the Isochromatic Instantaneous double-coated plate. It is the speediest plate known and is sensitive even to the ruby light of the dark room. It will stand development by an orange light, but the best results are by developing in a tank in an absolutely dark room. With a little experience you can determine the length of development required. At first, and until you are correct



DISPLAY BY R. T. WHITNAH, CROSBY BROS., TOPEKA, KANSAS. GOOD EXAMPLE OF WINDOW PHOTOGRAPHY.

on your exposures, it is advisable for you to get a commercial photographer to finish your work; then, if you have the time you can soon learn to develop your own plates, but it hardly pays unless you have a number to develop at one time.

Perhaps one of the handiest ways of blocking out reflection of arc lights in your plate glass during the exposure is to get black sateen and have a curtain made that is about ten feet longer than the window to be photographed, and wide enough to pin to the awning (if you have one) so that it will reach within a foot of the ground. Set your camera between the curtain and the window and be sure that your window is centered on the plate and is well focused, *using a point in the center of your background to focus by.* (In focusing by the merchandise in front of window, when developed the chemical focus will cause your window to appear "fussy.") Next shut your lens, set your diaphragm at eleven and if you have a permanent background that is light, make the exposure about one minute to one and one-half minutes. If the background is dark mahogany, give about two to three minutes. Experience in exposures will soon enable you to get good photos.

After you become accustomed to photographing your own windows you will be able to arrange the merchandise in order that it photographs to the best advantage. This will also help you in your display work to individualize each item when mak-

ing the display, for if it is arranged correctly for the lens of the camera it will hit and make the impression on the retina of the eye in the same matter. The lens, or eye of the camera, never makes a mistake in registering exactly what is there. The retina of the eye never escapes anything. It is registered through the eye and upon the brain. Although we are not always conscious of every detail that the eye has seen, the general effect, however, is there, and months after, when we see something similar we exclaim, "Where have I seen that before?" This only goes to prove that merchandise arranged advantageously for the camera will be arranged so as to appeal to the buying public.

The writer will gladly give readers of the *MERCHANTS RECORD AND SHOW WINDOW* any further information desired upon the above subject.



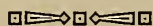
AN exhibition by manufacturers and distributors of merchandise of every description catering to the retail trade of the South will be held in Baltimore, Md., from February 8 to 14 at The Emerson hotel.

The purpose of this demonstration is to make a short cut for the buyer to obtain merchandise, saving time, trouble and money by finding under one roof all items needed in his business.

Some of the articles included in the coming display will be jewelry, notions, fancy goods, ribbons, soaps, millinery and flowers, children's dresses, paints, hardware and toys.

The Keynote of Modern Displays

Simplicity determining factor in most successful window displays—Attempts at elaborate art designs should be avoided by display men not thoroughly proficient in this character of work—Neat window cards enhance display.



By O. E. Wheete

FROM the time of the early days of merchandising the real profits of displays have hinged upon one thought—*Simplicity*. The merchant of old arranged stocks of merchandise in front of his place of business in a plain, simple way in order to attract the prospective customers. These “displays” were changed often but were always arranged in the same general manner.

New and more modern ideas have been developed in the display field and today, attractive—and practical equipment—such as backgrounds, fixtures, and elaborate decorations are at the disposal of the display man with which to enhance the value of the merchandise shown—to give it surroundings which are fittingly attractive and, last but not least, to increase its selling force. However, the same general idea or principle of display should hold the center of the stage—and that is simplicity.

The most valuable display man today is the man who can arrange an attractive display—that has the smartness of simplicity, yet showing the garments or articles in a manner that fairly speak their values or attractiveness. Such displays should not take much time and will be profitable, as the windows are always busy.

An hour lost in arranging a display can not be called back, as many prospective customers may have passed only to find your windows untrimmed. Every minute counts, so be quick. Many merchants, however, think the man who is always in a window will produce more results, but such is not the case. It’s a question of the “Eyes of your Store” (your windows) open—every minute.

Plainness should be your first thought in designing a background and it should be remembered that all art rises from simplicity. The higher the art the



DISPLAY BY O. E. WHEETE FOR HALLIBURTON-ABBOTT, TULSA, OKLAHOMA.



PLATE No. 1062, DISPLAY BY LOUIS F. COHEN FOR PARKER-BRIDGET COMPANY, WASHINGTON, D. C.

"They say he gets \$50.00 a day for doing that." "Well, any man who can stand still that long is worth it." Thousands of people crowded around the Parker-Bridget Co., Washington, D. C., window, and hundreds of bets were made. The window trimmer was kept busy answering the telephone and otherwise dodging the curious who wanted to ascertain whether the man was real, and to settle bets. The figure was wax, but Washington is still doubtful. Many watched until 2 a. m., in darkness after 11 p. m., insisting that they would see the man leave the window. Others were back as early as 5 a. m.

The window was a straight trim of Evening Clothes and accessories. No sign was used other than the bronze name plate. Nothing

was done to arouse the curiosity of the passersby other than to make the window attractive. The man in this case was an accessory—the merchandise being the dominant feature.

The floor was of black and ivory (almost white) blocks that looked like real tile. The back setting was a velvet panel, a dark shade of slate black, painted in old gold, black and deep blue. The trellis work was of ivory and the side curtains of old gold. The flower stands were ivory and the baskets black, filled with fall flowers. The permanent background that is visible is of grey oak. The dominant color scheme was a black and white trim. The flowers and curtains made just enough color to relieve the sharpness.

greater the simplicity. Proper color harmony employed in a simple background with the right selection of merchandise and a touch of artificial flowers air brushed to blend with the entire setting will do more to make your displays attract attention than all the Chinese, Japanese or Egyptian designs combined, unless you are thoroughly versed in such arts and have made a life study of these decorations, and then, no doubt, the little brown man can paint a Japanese scene that has the breath of far-away Japan, while you may fail. Don't attempt anything you can't do and do well. You may have the idea, but if you can't execute it, it's best not to try. You may fool someone with an Egyptian setting—even yourself—but sometimes not everyone. It's much to your advantage to devote your time to the more simple form of window advertising until you have mastered the finer points.

You would hardly learn to letter show cards and start doing air brush work the first day.

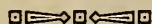
If you need a poster or painting there are any

number of good artists who can, for a reasonable price, produce "what you should have." If you need fixtures buy them whenever your allowance permits. You are not helping yourself, your firm or the profession trying to show the boss what a "bear" you are with the hammer. The window card is not to be forgotten in helping make your displays pull. Letter your cards in advance so they may be put in place the very minute the display is finished. Make a good, plain, readable card in black and white; it will pull as much business as any combination of colors you can name. At times, however, a bit of color properly used fits nicely into some displays. Make your cards and windows tell a plain merchandise story with just enough decorations to complete the argument. Plan your displays far enough in advance to give yourself time to improve them before the actual time arrives to be installed. But, by all means, stick to simplicity—you'll produce more results, and if by so doing your envelope is not fattened it is your own fault.



Putting Pep in the Show Card

To maintain the interest of the public show cards must constantly present changes in appearance—Card writer should take advantage of the assistance offered through store's newspaper advertising—Just a hint for a show card contest—What a good show card is supposed to do.



TO keep the public interested the card writer must constantly change the appearance of his cards, just as the advertising manager creates new effects in his work in order to gain the attention of the reading public.

Each month the card writer knows, in a general way, what will be displayed in the windows. For instance, at this particular time every card writer is planning for Christmas. This season especially gives the card writer a great deal of work, owing to the special exhibits in the windows and interiors and in order to keep up with the work many ave-

Fancy initial panels, embossed wreaths and Santa Claus heads make elegant window display cards; illustrations from magazines and air brush designs will give the card writer an endless variety to create attractive holiday cards.



POSITION FOR STROKES. ILLUSTRATED BY C. J. NOWAK.

nues are sought in the planning of cards that will be effective and easily and readily prepared. Newspaper cuts can be secured and headings printed in colors, thus giving a pleasing appearance in general. Such cards need little else than prices, as goods on display tell their own story, moving rapidly as they do, details are not so essential.



POSITION FOR ADDING SPURS. ILLUSTRATED BY C. J. NOWAK.

Pen Lettering

Pen lettering is a great favorite today, and two or three styles of good alphabets is all that is needed, with a touch of color for the best of attractions. The method of holding a show card pen for good, rapid work is of great importance, not only to acquire speed, but for clear-cut work that has the snap necessary for this character of work. The illustrations show the angle in which the pen should be held for the letter formation and also for adding the spurs.

Advertising a Great Help

The card writer should make the most of the store's newspaper advertising. Clipping the headings of the newspaper items and attaching them

A B C D E F G H I J K L M
 N O P Q R S T U V W X
 Y Z & ROMAN @ P S.
 a b c d e f g h i j k l m n o p q
 r s t u v w x y z - r u n n i n g

AN ATTRACTIVE ROMAN ALPHABET BY C. J. NOWAK, CHICAGO, ILLINOIS.

to the show card not only attracts attention, but eliminates a great deal of work for the card writer. Price, usually, is all that is necessary, with a touch of color either by hand or with an airbrush around the clipping, to bring it out in contrast.

No matter how brilliant or artistic an idea may be, do not overlook the fact that a show card is used for just one purpose, viz., to further the sale of merchandise. Make your cards so that they appeal to the public and put over the sale. C. J. Nowak, that artist of international fame, suggests that it would not be a bad idea to get the public's view on show cards once or twice a year, and further suggests the giving of a series of prizes in merchandise, which could be worked as follows:

Run a contest, announcing it in the newspapers. Make the show cards differently in each show window, and ask the public to write a letter (to the store) telling why a certain style is the best in their mind. This would have the effect of bringing the

customer closer to the store and giving him a personal interest in the advertising displays. This is just a germ of an idea, but each store could work it out to suit its own problem. For the smaller towns the idea should be a big drawing card, for both young and old.

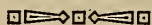
At this season of the year every possible means should be taken advantage of to start the public to buy early. Show cards in the street cars, hand-lettered with a fine air design, would attract unusual attention, while large banners on the delivery wagons, top and sides, cards in the elevators, on the stairways, and hung in aisles, all help to do their important work.

Summarizing, a show card should be seen; it should be read; it should be understood, and it should be believed. If it does these things it will move merchandise, build business and establish prestige.



New Series of Frankenthal Drapes

Eight exquisite creations attract unusual attention to the Fifth Avenue windows of B. Altman & Company—Colored sketches of this recent showing sought by famous Parisian fashion expert.



ILLUSTRATED herewith are four of a series of eight drapes which Herman Frankenthal recently had in the show windows of the B. Altman & Company store, New York City, and which proved such an attraction of beauty and originality that the originator has been requested to send photographs of them to one of the most famous Parisian designers. These drapes, referred to in the New York department of this number, have been proclaimed the

most exquisite creations ever presented to the discerning Fifth Avenue social set, and the demands for the materials and made up into styles as presented in the show window outnumbered any previous calling for materials and gowns presented through the windows.

The first illustration presents a beautiful dress made of all-over beaded lace in taupe and green. The underskirt is of strawberry colored satin, and



DRAPÉ NUMBER 1.



DRAPÉ NUMBER 2.



DRAPE NUMBER 3.

the tunic is draped loosely around the skirt—a most pleasing treatment and one that is experiencing unusual popularity. The waist, a most delicate creation, is made of the same material as the tunic, and, like the rest of the gown is made without cutting the material. Handsome mole colored trimming and deep brown and red flowers complete the waist. The price of the goods used in making this dress is \$95.00 the yard.

Drape Number 2 is made of beaded lace, about twenty-five different colored pearls being deftly worked into the skirt material, the pearls also being continued up on each arm and arranged in a long sleeve effect. The tunic of this gown is made of the plain side of the flounces. The waist is of bluet velvet ornamented with a heavy jet ball trimming which falls gracefully over the sleeve and waist. The material used in this dress is sold at \$38.00 per yard.



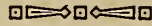
DRAPE NUMBER 4.

Illustration Number 3 shows a dress of extreme popularity. It is made of black gowned tulle with plaits of white pearl. From the bust to the end of the skirt a panel of fifteen-inch beaded flouncing starts the dress with the flounce of plain material draped around. The waist is made of the same materials with beautiful jet trimmings and a large red rose lending added beauty to the completed gown. The price of the flouncing used in this drape is \$22.50 per yard.

The fourth illustration presents a most interesting creation made of pink beaded flouncing with the tunic made on both sides from lavender and blue tulle which fall gracefully in very wide pleats. On one side the tulle is pinned up in a fan effect and further fastened with a beautiful flower. The waist is made of blue and lavender tulle, and silver shoulder straps and flowers complete the waist.

State Street Notes

Christmas shoppers responding to "Buy-Early" campaign of Chicago merchants—Most extensive showing of holiday gifts attracting unusual crowds to stores—Window displays placed early—Toy departments more attractive than ever.



THANKSGIVING over, Christmas shopping is in full sway, and judging from the volume of holiday business already transacted Christmas of 1919 promises to be one of the old-fashioned variety, with good will being more than ever manifested through the exchanging of useful gifts. Merchants are unanimous in the report that the present year's business has surpassed that of any previous year in history, and are most optimistic of the results of the holiday trade. This optimism, well founded, extends to and includes the prospects for the year 1920.

It has been notably evident that the public is doing its Christmas shopping earlier than in past years. Though for many seasons, merchants have urged this sensible action, shoppers were not quick to respond, and as a result of this unintentional failure to co-operate much inconvenience resulted

both to the shoppers and the clerks. This year, however, results have been attained, and it is undoubtedly due to the strong appeals set forth in the daily newspaper advertisements, in which the matter of convenience was featured along with the warning that in order to be sure to secure the materials desired it was absolutely necessary to shop early. The serious situation affecting the general market conditions made the purchase of ample stocks in many cases an impossibility. Thus did the merchants warn through their newspaper advertisements, that the merchandise question was serious and that late shoppers faced the probability of disappointment.

Most of the big State street stores had the Christmas decorations in place immediately after Thanksgiving, while a few, notably The Fair, had the complete Christmas atmosphere a week earlier



PLATE NO. 1062A, DISPLAY BY ROBERT O. JOHNSON FOR COMMONWEALTH EDISON COMPANY, CHICAGO, ILLINOIS.

Here is another window of the series arranged by Mr. Johnson for the Commonwealth Edison's Fall Exposition and in it is featured a display of vacuum cleaners. The setting presented the suggestion of a corner room with lace curtains in tints of blue, with blue and gold monk's cloth wall paper. The heavy drapes were of burnt orange silk velour. The lamps shown in connection were shaded in silk of

blue and orange to harmonize with the general color effect. The furniture was upholstered in golden brown silk velour, and oriental rugs were used on the floor. A black wicker basket filled with blue and gold chrysanthemums with orange and brown foliage made a pleasing embellishment. Beautiful beveled edged showcards carried out in blue, gold and black on a grey background completed this artistic display.



RECENT DISPLAY OF LACES AT THE BOSTON STORE, STATE STREET, CHICAGO.

than that national holiday. The promenade on the main floor was artistically adorned with large hanging medallions and massive wreaths of green holly and red poinsettias, while the greater portion of the 4th floor was given over to the toy exhibit. In this section the kiddies and grown-ups found every conceivable toy, and enjoyment reigned supreme. Old Saint Nick was there and so was his home and workshop, and needless to say, this attraction was a magnet for the little tots, who, with sensations of indescribable joy, confided their wants to Santa. A most complete display of toys held forth in the big State and Adams street window. The background consisted of a great Christmas scene, painted on canvas set in a great frame of composition board. Three massive wreaths of green and red depended from the ceiling and two great candelabras added the Christmas atmosphere.

William A. McCormack, display manager for the Boston Store, is surely making the kids happy, as well as offering suggestions for the older folks, with his extensive display of toys. The great window at the corner of State and Madison streets (the world's busiest corner) holds the display which is arranged in a most appropriate atmosphere. The window represents one room of a home, with a massive fire-place in the center, rear. To the right of the fire-place is a great Christmas tree, beautifully decorated and laden with toys. Santa is shown taking toys from his bag and putting them on the tree. The great fire-place is artistically worked out and

presents further utility of Insulite as a window material. Hillman's was another State street store to take advantage of the early showing of Christmas goods. The windows were attractive with Christmas scenics, draped on either side with great strips of red plush velour.

Great crowds were continually in front of the north window of Peacock's, State street, where the "Birth of Christ" was most admirably depicted. Worthy of especial note is the series of windows arranged at this famous jewelry house just previous to Thanksgiving, and for the holiday season. The south window on State street and those on the Adams street side were truly beautiful in red and white satin backgrounds, and white satin floors on which were great plateaus covered with red satin. Red foxtails and white poinsettias gave added beauty to these artistic creations. A most complete and beautiful showing of jewelry, silverware and beaded novelties was presented.

Up to the time of going to press with this number of *MERCHANTS RECORD AND SHOW WINDOW*, Rothschild & Company have not drawn aside the curtains revealing their Christmas displays, but the announcement of the opening of "Toyland" was made several days ago, and throngs visit the tenth floor of this great loop department store. Santa Claus daily awaits the children and his front yard is one of the largest children's play rooms in the country.



MEN'S FURNISHINGS DISPLAY BY W. GUY WARNER FOR S. HIRSCH COMPANY, CHICAGO, ILL.

A beautiful and complete display of Christmas gifts for the young folks held forth in the big corner windows at Mandel Brothers and Toyland's Fairy Panorama was maintained on the eighth floor of the big store. Scenes from Prince Codadad, Hansel and Gretel were depicted as well as the Pied Piper and children were fairly overjoyed at the spectacle. The holiday decorations for the Marshall Field & Company store are not in place at the time of going to press.

Styles and fashions as exhibited through the show windows of the leading Chicago stores are interesting and present a variety of unusual features. Just previous to Thanksgiving and following National Blouse Week, which was quite generally and elaborately observed here, gorgeous evening and party gowns began to make their appearance and in this regard it is interesting to note the variety of modes. Speaking of dancing frocks, there is a tendency to strive for the chic, clever creation—not the classic, and bouffancy is given unusual freedom. Then again, there is the debutante's dancing gown, without the "classy" effect—just merely one of pleasing conservatism. It has been noticed that the bodice of the new evening dress is simple, while the skirt takes on more of the complex. This, regardless of the tight fitting waist on the bodice, introducing the skirt of classic tendencies. Not rarely do we see a bodice consisting of but a single band held in place by one or sometimes two straps going over the shoulders. Fronts are cut deep and the back deeper. Yet with all the extravagances of style and mode gowns for the winter evening wear are unusually beautiful.

Black velvet is as popular as usual and undoubtedly will always have its legions of admirers. It is ever in evidence among the fashionably gowned and makes an unusually fitting setting for jewels, and jewels are to be worn with extravagance during the coming season. Diamonds and pearls are strongly in favor when black velvet is worn.

Striking combinations and variations of fabric and color seem to have gained a strong grasp on the desires of the ultra-fashionable, and it goes without saying that never before have gowns presented such startling, yet beautiful creations, insofar as colors are concerned.

Tulles and brocades are gaining in popularity and bid fair to be in greatest demand before the party season is on in full swing. Particularly pleasing are the metal brocades. Gold brocades with black and black roses make a stunning combination and one that will be much in evidence. Another gown of beauty is a drape of orchid chiffon with rows of vari-colored beads and edged with white fringe. The neck line strikes a happy medium and is edged with white crystal. Short sleeves, hem-stitched, are of chiffon.

Chicago will house one of the most fascinating exhibitions beginning Thursday, December 11, when a special exhibit of American-made toys will be maintained in the Art Institute. This interesting and educational feature will be conducted under the auspices of the Art Alliance and a most extensive showing of American-made toys will be on exhibit. Prizes are being offered for toys that are the most practical from the manufacturers' viewpoint, their beauty of line, their value as a plaything and having educational value.



Annual Prize Contest for 1919-20

Merchants Record and Show Window contest for 1919-1920 opens — Twenty-one valuable prizes including ten gold medals, ten diplomas of award and beautiful silver loving cup—Contest open to all display men—Closes June 1st, 1920.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competition in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

All photographs entered in contests shall become the sole and exclusive property of the MERCHANTS RECORD COMPANY.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1920.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "For ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

"Harmon's Journal of Window Dressing"	- -	Established 1893
"The Show Window"	- - - -	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	- - - -	Established 1903
"Merchant and Decorator"	- - - -	Established 1905

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OFFICIAL ORGAN
International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

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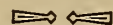
December, 1919

Careful Buying Advice of Credit Men

INCREASING wealth and business conducted on a profitable basis were given as the reasons for the favorable position of commercial credits during the past three years, at the recent annual meeting of the directors of the National Association of Credit Men. The following minutes were adopted:

"Commercial credits in the past three years have held a favored position because of our increasing wealth and because business generally has been conducted with profit, but prudence and wisdom suggest the exercise of care in the giving and asking of credits and that the sound principles of credit should not be neglected. We would impress upon credit grantors the need of keeping their affairs liquid, of not speculating in credits, of exercising just as large a discrimination and carefulness in the selection of credit risks as when conditions were not so favorable. We urge that they insist upon the observance of credit terms; upon the importance of a quick turnover of assets, merchandise and receivables and thus be in a safe position whatever emergencies may happen. To the re-

ceivers of credit we would offer the advice that they buy carefully and as their reasonable needs require; that they arrange to meet terms of purchase punctiliously, refrain from abuses of credit privileges; that they keep their affairs in liquid shape and recognize the obligations of units in the commercial field to build up a prosperous and safe commerce."



Window Lighting Discontinued

RATIONING of coal to Chicago householders and businesses has been ordered by the regional committee representing the retail track dealers in the Chicago district and the state public utilities commission of Illinois has issued the request that all electric advertising signs and window display lighting be discontinued for the present.



Highest Prices for Hosiery

OUT of New York comes the information that the price of silk stockings will mount to \$12 or \$15 a pair. Assistant United States Attorney B. A. Matthews is reported to have said that as a result of a three-cornered agreement between the wholesalers, jobbers and manufacturers this feminine luxury will soar to the prices quoted above.



Our Monthly Prize Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1919 have been made as follows:

C. A. F. Smith, Grand Rapids, Mich.
Thos. F. Condon, Pensacola, Fla.
Harry W. Hoile, Johnstown, Pa.
Chas. T. Boyd, Seattle, Wash.
Carl Goettmann, Pittsburgh, Pa.
J. H. Wood, Paris, Texas
C. M. Shrider, Zanesville, Ohio
E. J. Short, Rochester, N. Y.
William G. Bill, New York, N. Y.
Henry Sherrod, Lincoln, Nebraska.
W. J. Moorish, Moose Jaw, Canada

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Renting the Drug Store Window

THE following editorial is reprinted from a recent issue of The New York Weekly Mail, and though bringing out little that has not been discussed many times previously by various display men and MERCHANTS RECORD AND SHOW WINDOW, it nevertheless contains points that bear reiteration and is herewith offered for the benefit of the druggists and drug specialty display men.

"It is safe to say that most druggists recognize in varying degree the value of the store window as a medium for the display of goods, but not all of them have grasped the full significance of making window advertising directly remunerative to their businesses. If the window can be profitably employed to advertise the druggist's own stock, there is no reason why the manufacturer who expects the druggist to stock up on any particular line should not be charged with a proportionate expense for such publicity. This idea is developed along practical lines where one druggist holds his big window at \$18 per week for anyone who wants to rent the use of it—provided he approves of the line—and his smaller window at \$10 per week.

"The point to be emphasized is that the show window has a definite money-making value to the druggist, who should so consider it and make the most of the opportunities offered. Of course, the display will always have a direct relation to the character of the goods the druggist sells, for under no circumstances can the druggist afford to submerge his personality or the fact that his business pertains to drugs and related lines. He must always exercise discrimination in the articles to be exhibited, and if the display is to be effective, it must be properly and artistically arranged.

"The primary object of all window displays is to attract attention, arouse interest, and convince onlookers that they need the goods exhibited. The uniqueness of the articles may be emphasized by the window decorator, who may further create interest in the display by quoting 'bargain' prices. Such information almost always catches the public eye, is easily remembered, and adds strength to the pulling power of suggestion. If carefully thought out, any plan that tends to utilize the druggist's window to its fullest possibilities is sure to bring returns. The window can be made a veritable 'silent salesman,' for it can be made to impart information through the medium of the eye, and with less effort than is sometimes the case when even a well-informed and gentlemanly clerk tries to engineer a sale. Window space has a positive rental value, and the druggist should make it earn its share of his business."



Early Easter Means Order Now

THE coming of Easter on March 8 is earlier than in many years and this is a matter of importance to the merchant and display man. There are but a few short weeks left for preparation and this means that those who will require fixtures or equipment for Easter openings had better place their orders with as little delay as possible. The same applies to decorations of all kinds—get your orders in as quickly as you can.

At the present time manufacturers are running their plants at full capacity and there is no likeli-

hood that there will be an appreciable slowing down. Practically all of them have back orders to be filled and an immense volume of new orders will be coming in around the first of the year. In addition to the shortness of the season, there will be an unprecedented demand for decorations and every kind of equipment.

The display man should waste no time in the planning of his displays. If he can anticipate the decorations he will need, so much the better—decide what you want and place the order. If you cannot now decide upon the decoration, get all the other details in readiness so the decorations may be ordered without delay as soon as the flower salesman calls or spring catalog arrives.

Order early and be sure.

Our Service Department

With the view of assisting our readers we will be pleased to furnish information as to fixtures, decorations and all kinds of store equipment.

The following list of subjects is printed as a help in asking for information. Check the subjects in which you are interested and send us the form. We will see that you receive catalogs and all available data.

Service Department,

Merchants Record Co.:

Please send us any information you may have covering the subjects checked on the following list:

Store fronts.....	Metal Furniture.....
Outside Show Cases.....	Shelving
Show Cases.....	Counters
Clothing Cabinets.....	Wood Display Fixtures....
Elevators	Metal Display Fixtures....
Store Seating.....	Wax Figures
Lace Racks.....	Papier Mache Forms.....
Rug Racks.....	Electric Signs.....
Curtain Racks.....	Store Lighting.....
Backgrounds, Ornamental..	Window Lighting.....
Backgrounds, Hardwood...	Show Case Lighting.....
Cash Carriers.....	Artificial Flowers.....
Package Carriers.....	Valances
Cash Registers.....	Soda Fountains.....
Delivery Wagons.....	Store Ladders.....
Delivery Trucks.....	Air Brushes.....
Advertising Illustrations...	Store Designing.....
Advertising Service.....	

Write in names of subjects not listed.....

.....

We expect to build (.....) Remodel (.....)

Date

Name

Address

.....

Dimensions of Store.....

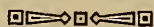
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Cut out and mail to Service Department, Merchants Record Co., 431 S. Dearborn St., Chicago.

Notes from New York

Specialty stores spreading to every sizable city—"Blouse Week" generally observed with window displays playing most prominent role—Japanese windows at B. Altman's—Weber & Heilbronner to add two new stores to their chain—Department stores get flying start on Christmas program—Wanamaker's notable toy showing.



By F. F. Purdy.

THE specialty stores are spreading everywhere, and the little waist or blouse shops are getting into every sizable city anywhere, which will all have its effect on the aggregate business of the department stores. The week of November 10 was "blouse week," and there were department stores here that did themselves proud in their window displays, in which blouses were featured. The big stores do well to put blouses to the front and to identify their interest in them to the public, for with the success that is attending new methods of retailing these goods, the department store man will have to look to his laurels.

No store devoted more space to blouses during the week, with better effect than James McCreery & Co. The color schemes of some of the windows,

notably that we shall note as No. 2, were superb, and would never be appreciated at their full value unless reproduced in colors. The entire front was devoted to blouses—six windows in all, on 34th street, their arrangement being as follows, starting on 34th street, with the window nearest to Fifth avenue: No. 1, color scheme, blue and champagne: champagne background, blue rug on floor; two torchieres, one at each side, toward front, with blue shades; long table in center, with two blue jars on it, and blue vase filled with blue snowballs; blue velvet pedestal at each side; four waists shown, on tan and blue order. No. 2. Entire floor puffed with royal purple plush; background of mahogany as usual, but with silver cord draperies draped from each side to the back, and hanging in the back in



WHITE SALE DISPLAY BY WILLIAM OXENREITER FOR KAUFMAN-BAER COMPANY, PITTSBURGH, PA.



HOLIDAY NECKWEAR DISPLAY BY CLEMENT KIEFFER, JR., FOR C. A. WEED & COMPANY, BUFFALO, N. Y.

three-festoon effect, with large silver tassels; large purple vase standing six feet high, at left, purple maline being draped around it, and filled with purple and silver flowers, with massive and impressive effect; on opposite side, rear, two silver candlesticks with purple bulbs; three small pieces of furniture in window; five waists, of velvet batik displayed, all of purple and harmonizing hues; entire lighting effect purple, with beautiful effect. No. 3 (right of main entrance). Color scheme, champagne and black, floor and background champagne; two candlesticks of same, with black shades; pieces of black georgette gracefully draped from top center, rear, to floor at each side; small black rugs on floor; three pieces black lacquer furniture and two black pillows toned with golden champagne hue; five waists shown on champagne order. No. 4 (opposite side of entrance). Royal blue background, floor puffed with royal blue plush; consol mirror and table, with small lamps on table, lit (this to left, rear); in opposite corner, table with vase crowded down with chrysanthemums; waists of white lace of exquisitely fine quality, contrasting with the dark blue. No. 5. Background, a large rug drooping from top, rear, to front, covering entire background and floor—color, yellow; 8-foot screen at far left in same hue as rug; stand on rug at right with two massive golden Italian post lamps with red bulbs; jar matching

screen exactly in hue was between the lamps; five waists shown, of printed net, yellow and gold hue. No. 6. Blue background; small blue and pink rug at left and wrought iron stand nearby, with jar filled with fall leaves in pink and light tan; on background, right, oil painting of flowers with a pink cast; from top, center, back, long link of pink maline draped to floor at each side, giving a soft effect; five waists of general pink color shown. Thus the entire stretch featured waists of all the popular and important hues, in a charming and notable environment.

Children's Book Week at Macy's

The same week, that of November 10, was "Children's Book Week," fostered by the publishers of juvenile literature, and there were neat and attractive windows in the stores of Best & Co., R. H. Macy & Co., Gimbel Brothers, and a number of other stores. This general push along that line, too often neglected, enlivened the interest in children's books amazingly. Thus we see two drives in one week in the big stores, "blouse week," and "Children's book week." It appears that the purveyors of merchandise are learning something from the big national drives that the department stores did so much in their windows to popularize. Hence we may see more merchandise drives, affecting a larger

variety of stock. In October we had "Style week" throughout the country in lace curtains. Unquestionably the concentration of public attention at one time on a specific description of merchandise has an effect that can be produced in no other way.

The Horse Show was the big event of the week of November 17, its prestige being greatly added to by the widely heralded previous announcement that H. R. H., the Prince of Wales, was to be in attendance. This year the profits went to the Salvation Army. Franklin Simon Co. had a fine corner window featuring this event, in which two scenes were shown on the background, which swung round from Fifth avenue to 37th street. We refer to two finely painted scenes on satin, one showing "Riding in Louis XV. period," and the other "Riding of To-day." In both a lady and escort were depicted riding after the manner of the time, the masterly oil painting on satin being exceedingly choice and effective. Displayed in this corner window were various accessories of the feminine rider. Another window had a neat little conceit of Display Manager Munn, in the shape of a showing of the familiar red and blue attire of the Salvation Army lassies, very

true to life, but a trifle idealized. Two of them had the words "Salvation Army" on their bonnets, in the regular style, but several others were simple displays of these costumes, fashioned after a style that would appeal to many a young woman for outdoor wear, stormy weather, etc. This window was suggested by the fact of the Salvation Army being the beneficiary this year of Horse Show profits. An additional brightness is now being imparted to this store by Mr. Munn arranging for the display of flowers regularly on each floor, which improves the "atmosphere" for both customers and clerks.

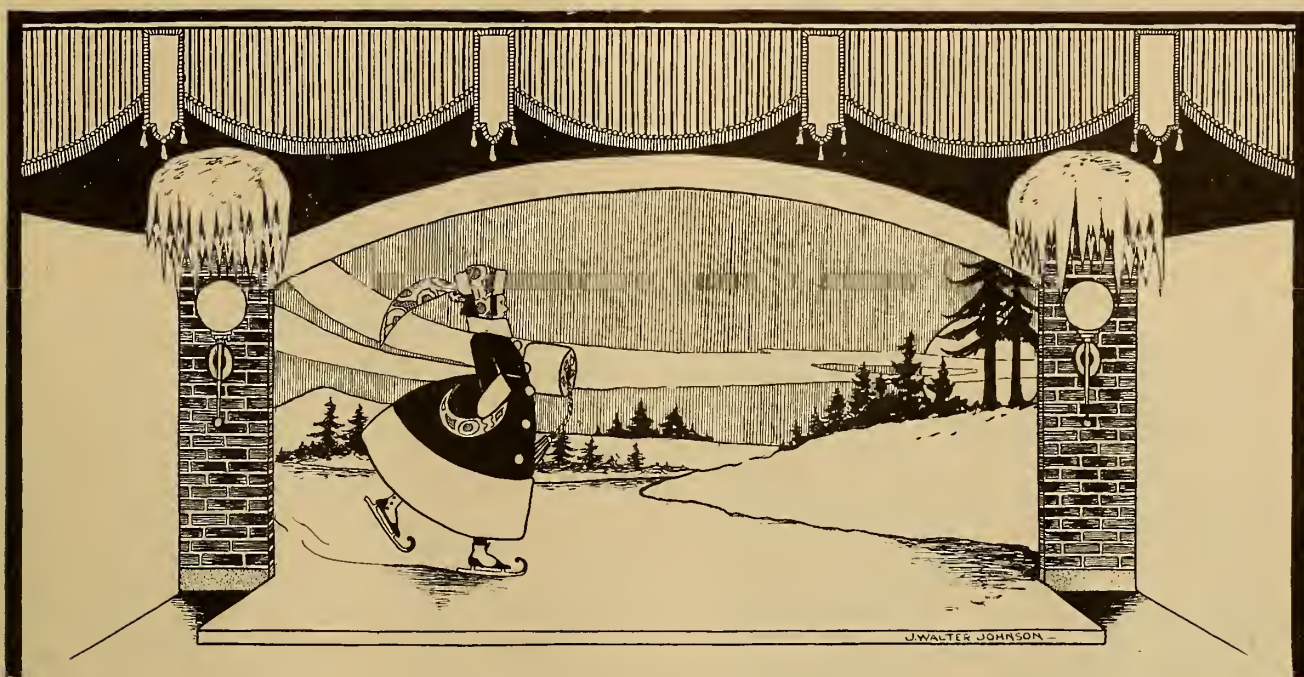
"Armistice day" was far different here than a year before. Few stores noted it in their windows to any extent. Lord & Taylor recalled the day by devoting one window to it in this way: Fine oil paintings, each of President Wilson and General Pershing, were shown, in center, between which was a large bronze statue of "Peace." Blue chiffon with silver stars was draped throughout the scene. This was in for the one day, November 11th. During the Red Cross drive, the first of November, it was scarcely noticed in the windows, Franklin Simon & Co., however, allotting some space. Speaking of



PLATE NO. 1063, DISPLAY BY L. A. FIFER FOR BLAUNER'S, PHILADELPHIA, PENNSYLVANIA.

This is a typical winter display of furs, placed in an island window. Icicles cut from composition board formed a valance, and the white felt floor was covered with flake asbestos for snow. The post in the rear of the window was treated to represent an iceberg. The strong attraction of this window was a 6 ft. circle representing the globe, the

hemispheres being painted on. On the globe was shown the location of each fur-bearing animal. From the top of the globe, the North Pole, ribbons of rainbow colors were arranged to represent the sun rays or the aurora-borealis. This window was extremely attractive and proved a big sales producer. Several neatly lettered cards were used.



BACKGROUND SUGGESTION FOR DISPLAY OF SKATING TOGS BY J. WALTER JOHNSON, PORTLAND, OREGON.

Lord & Taylor's, by the way, a recent showing in the corner window attracted much attention, a blouse of real rose point lace from Belgium, which was stated to be worth \$3,500. It was shown on a wax figure, seated in charming negligee on a garden seat.

A series of three Japanese windows of B. Altman & Co. attracted more attention than any seen hereabouts for a long time. In each of them was a very valuable four-fold Japanese screen, worth several thousand dollars, of Jap lacquer and beautiful silk embroidery. One was ornamented in a marine scene, another with two tigers in appropriate setting, and a third with a huge peacock. The screens each opened up to about nine feet in width, and while adding greatly to the setting of the window, were on sale, and two of them were promptly sold. Indeed, it is understood that the screen with the tiger motif was bought by an admirer of Premier Clemenceau, of France, for presentation to him. However that may be, large crowds lined the outside, especially as a variety of interesting Japanese merchandise was shown in connection, especially some beautiful embroidered Japanese tea gowns. During "blouse week" Altman's had four windows devoted to blouses, showing entirely the finest imported goods, some of them valued at several hundred dollars.

The original sketches of some of Mr. Frankenthal's drapes for Altman's, intended for this issue, were forwarded back to him promptly after making of plates, to be sent to Paris, as per agreement with

a French gentleman who had secured this promise. Whether he intends publishing them there for some purpose we know not. But would it not be the irony of fate and a most remarkable coincidence, to have a gown of one of the great Paris coutouriers—a replica of one of Frankenthal's—come back here as the "latest word" from Paris. In addition to being a "dressmaker" as far as relates to pinning together a drape, Mr. Frankenthal may now lay claim to being a "milliner." It was desirable to convert a quantity of brocaded velour originally intended for vestings into half-yard pieces for making into hats. He put a number of hats together in snappy shape, which were shown in connection with these materials, which were bought at a lively rate by women who were immediately taken with the hat designs, and who bought the "bodies" as well, over which to make the hats. There is an idea here that is well worth noting by display managers, and which may be found valuable for working out by them when conditions are just right with them.

Weber & Heilbronner, men's furnishers, are in the near future to add two new stores to their chain, one in Brooklyn and another in Newark. This will make thirteen in all. Joseph Romm is in charge of the window displays in the firm's stores, assisted by I. Schlesinger, Murray Sultan and Joseph Melville. The largest window stretch is at the store up at 44th street, and here is tried out some of the things the house desires to feature strong. The Weber & Heilbronner windows are all changed twice a week unless a window is pulling unusually

well, when it is retained a week. Sometimes neckwear will be heavily featured in a window, or the space will be devoted to bathrobes, or possibly shirts, but whatever merchandise is put in is in sufficient volume to make an impression.

At a November exhibition of industrial art in textiles and costumes at the American Museum of Natural History, illustrating to an extent the development of design and weaving of textiles from olden and even prehistoric days down to the present, there



POST DECORATION BY J. HAROLD CHADWICK FOR PENN TRAFFIC Co. JOHNSTOWN, PA.

were a number of interesting booths of exhibits, in many cases equivalent to the size and arrangement of display windows. There were exhibits of cloaks and suits, costumes, etc., by various manufacturers, and one by a retail house, Bonwit, Teller, & Co., whose showing, put in by Display Manager Berg, was much admired. It included lingerie ornamented by the same description of embroidery that garnished a curtain that was picked up years ago in the interior of Turkey, and subsequently acquired by the firm, and which originally came from a noted Turkish harem. The museum authorities are endeavoring to give designers every possible facility for inspiration in design by furnishing examples of the arts and crafts of an older day. Mr. Weisgerber, display manager of Lord & Taylor's, assisted in the arrangement of this special exhibit by putting in place several of the manufacturers' displays. There was a silk loom shown by one of our noted silk manufacturers, weaving a fine pattern of silk, while setting nearby, or promenading in front, was a maiden, clad in diaphanous and somewhat abbreviated silk costume, to furnish the proper atmosphere.

and who was quite an adept at the simulation of the absent-minded boredom that trained models who expect to be stared at are wont to affect.

The department stores got a flying start on their Christmas program. The fixture and accessory men who were to do so much important work in providing the setting for displays of all kinds, did better than was feared in getting their merchandise ready for delivery in time. Time was when not a great deal of emphasis was laid upon Christmas until right after Thanksgiving. This year a strong start was made in some quarters, even early in November. The Gimbel toy floor was in readiness early and finely arrayed for the delight of the children by Display Manager Hopkins.

Wanamaker's Big Toy Exhibit

Wanamaker's opened up their noteworthy showing on the toy floor on November 8, and it may be said to be the "best yet." This house has splendid facilities for a big display, because of the facilities for making an exhibit on one side of the big light well, which can be seen from two or three other floors besides the toy floor. This year the motif was "Jack and the Beanstalk," probably the most ambitious effort that has been made at Wanamaker's. The scene was composed of mountains, valleys and Swiss chalets, with windows opening and closing as seen by the lighting within, and the appearance of many figures at all points. The lightning played on a distant mountain with regularity. But capping the climax was the giant's castle, rising a floor or two above the scene, and rearing out of the height of the beanstalk, with lighted windows, often opened, and out of which the giant stuck his head. Then, at regular times, Jack started out from below, and climbed far up the heights to the castle, appearing finally at the top window, gradually picking his way down again, by the aid of a finely arranged mechanical device. At the pillars on this floor the main attraction was an illuminated top, a large affair, lighted inside, with a "brownie" who pulled the strings this way and that concealing and revealing the lights. And on a raised throne, reached by a promenade over which the boys and girls were escorted up one side and down the other, was Santa Claus, on the job from November 8, who gave each child a joyful greeting and presented each with a good-sized souvenir pin, inscribed with a few words indicating that the souvenir had been given to the child on a visit to the Christmas display at Wanamaker's. At 10:30 each day there was a grotesque parade, headed by a band, marchers being arrayed in all colors and accompanied by floats of novel kinds. Crowds, including many school classes, thronged this big toy floor from the start.

International Association

of Display Men

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Enthusiasm Is in Vogue

ENTHUSIASM is running high and increasing wonderfully in the I. A. D. M., and a great deal of pep is being shown among the hundreds of members at large and the numerous clubs. It is especially interesting to see how many of the old members are sending in checks for reinstatement.

Several new clubs have been formed and some of the older clubs have reorganized and are giving new life to the meetings after the long grind of extra patriotic work done by every display man during the world war. Pittsburgh reports an unusual reorganization, with half a hundred membership. Hutchinson, Kansas, and Flint, Michigan, have formed new clubs, and there are several more new ones now under way.

Everything is all primed for the most successful year in the history of the Association and every live display man should know our slogan:

"Better displays — better business — better join us."

T. G. DUEY,

Secretary, I. A. D. M.

It Pays to Be Affiliated

BEING sold on a proposition is the same as someone showing you where you can get more for your money. It may also be about something which exists, and you knew existed, but did not quite believe in.

Sometimes it takes salesmanship to demonstrate to a "prospective purchaser" that his buying or signing the order means further success. We were all "prospects" once, and yet there are still two classes of us: (1), Those who signed on the dotted line, or in other words, took out membership with the International Association of Display Men, and (2), those who are not sold on the conventions being profitable for the Display Man.

Hammered to death is the slogan that "the proof of the pudding is in the eating." Let it be known that there is no better bit of salesmanship than that of at-

tending one of the I. A. D. M. Conventions. The proof is that those who will attend the next one, which will be in Detroit, will not leave until they receive cards of membership.

No display man can afford to linger in these days of prosperity. The last Convention was evidence of the unlimited value which can be derived through an interchange of ideas between men of this profession.

Get acquainted with the good work being done by display men all over the country. On your next opportunity ask some of the long term "old timers" if they have benefited any by being members of the I. A. D. M., and by attending the conventions. Get it direct, and there will be little salesmanship necessary to make you a member of this body of artists.

You will sell yourself on the proposition that it pays to be affiliated. JOIN NOW.

L. F. DITTMAR,

1st Vice-President, I. A. D. M.

Instructive Meeting at St. Louis

THE St. Louis Displaymen's Club met November 3rd at the American Hotel with all regular members present. After a substantial repast, President B. A. Rainwater opened the meeting and introduced J. Vincent Corrigan, advertising man with the Mississippi Valley Trust Company, who gave a very interesting talk on newspaper copy and the relationship of the advertising man and display man. His talk was much appreciated and the club demonstrated this fact with a vote of thanks.

Otto S. Lasche talked on "Art and the Window Man," bringing out the point that every display man is an artist and can be greatly benefited by the study and observation of design and composition. He illustrated his talk with the parchment lamp shades, showing how they are made and the uses of the transparent paper or parchment in displays. B. A. Rainwater showed stereoptican views of windows including Marshall Field's patriotic displays during the past year.



CIRCUS PARK, DETROIT, AND VICINITY BUILDINGS. STATLER HOTEL SECOND BUILDING FROM LEFT.

L. A. Reports Meeting and Sends Picture of 1920 Convention Headquarters

Detroit, December 1st, 1919

dear display fellers:—

we had a rip roarin meetin the other night up at mr statlers hotel, they gave us a dandy place to hold the thingamajig in, all cut glass chandeliers, gold chairs and carpets almost a foot thick, anyway my feet oozed way down deep in them and charlie said it made his pet corn feel real good to sink down so deep in real velvet.

we got a feller here whos one of us, his names rush and believe me his dad named him just right for hes a rusher for fair and does things right too, he gave a demonstration on the proper way to show hosiery in a show window, anyman who could get away from buying lots of these feet overcoats after seeing an exhibit like that would either be broke or plum crazy, the gang gave him a great hand clap that made him feel good i betcha. you all no Art hanson, well art was there too and gave a talk of instruction and advice to beginners in the game that was a hum dinger and the things he said and done sunk in too believe me. art was named right too if anybody should ask you, for he sure is an artist and is making all dertoit sit up and take notice.

he gave a demonstration on how to handle shirts and the different ways that boy has in making customers buy shirts through show window advertising has got the advertising man standin stone still and the big boss gaspin for air. Weer awful proud to have Art in detroit and hes proud to be here to. anybody what dont like this burg is somebody whose never seen an automobile and dont know the difference between a windmill and an aeroplane. Jerome Jeffrey of new-com Endicott co was there too. they named him jerome cause he spent lots of time and doe at jerome park where they run runners and guess whose who at

the finish and pay you real well if you are a good guesser. well anyway, jerome gave a talk and showed how to dress womens shirt waists on forms and twas awful good dope, he aint been in detroit awful long, came from brooklyn and was mr Katz right arm so you see hes there with the goods and a swell guy with it.

well anyway charlie got a lot of committees working on the job of making the next convention the best ever and plans will be completed and all set before e dudley bats the hammer on the table for the gang to sit down and behave themselves. we had another demonstration that wasnt on the programme some dames across the street from the meeting room got to showin swell chimmys and other things and doin the chimney and other things and wiley and Scott jumped clean out the window, that busted up the meeting just that sudden, both of them were feeling real bad, but i hear there back on the job again and getting along alright. im sorry but i'll have to pull this letter down to a quick finish as the boss just stepped in and asked how i was getting along with the christmas stuff and godd knows i aint near ready. all the detroit bunch wish you all and that includes your mothers, dads, wives, sisters, brothers, and sweethearts all the best wishes in the world for a merry christmas and a most happy and prosperous new year.

Yours truly,

L. A.

P. S. the pictur on the top of this letter shows sum swell bildings and 1 of them is the statlers hotel where the big convention will be pulled off. the 2nd big building from left is the statler's. The swell place I told you about where they have cut glass chandalcers and gold chairs dont show in this pictur.

Buffalo Means Business

THE Buffalo Association of Display Men held a Peace Celebration Banquet on the evening of Tuesday, November 11, at the Buffalo Chamber of Commerce. Many prominent speakers were heard and special topics discussed. One of the features of the evening's program was the official presentation of awards to winners of prizes at the I. A. D. M. convention held at Hotel Sherman, Chicago, July 14-17. In a letter sent to every man engaged in display work in Buffalo the committee, in briefly outlining the purposes of the Buffalo local, stated that, "we owe it to the future welfare of our profession to unite in our endeavor to secure better prestige among leading business men of the country."

The activities of the Buffalo display men and their organization have ever been sources of inspiration, and for the good of the other locals and the parent body, a little of this Buffalo spirit is recommended.



Organization Perfected at Flint

THE Flint Association of Display Men was organized recently at a meeting in the Dresden hotel, Flint, Michigan, with the following selection of officers: President, B. A. Smith, display manager of H. H. Stewart Company; Vice-President, Robert Lomasney, display manager for the Rosenthal Company; Secretary, J. Eugene Bloomberg, of the "Shoeist;" Treasurer, James Watt, display manager for Buckingham's.

The association has as its prime object the betterment of display windows in general and for con-

centrated efforts in the show windows for special occasions. The social angle will not be omitted and many pleasant functions are being arranged for the winter meetings. The present organization comprises eighteen members. Meetings will be held twice a month. Application for affiliation with the International Association of Display Men has been filed with T. Guy Duey, Grand Rapids, Michigan, secretary of the parent body.



"Pep" Meeting at St. Louis

THE St. Louis Displaymen's Club held a "Full of Pep" meeting the latter part of last month, at American Hotel Annex, St. Louis, Mo. The motto of "No vacant chair" and 100 per cent attendance is bringing results, as this was the best attended meeting of the year. The educational matter from the Chicago convention was on display and was greatly appreciated. The program of the evening proved very interesting and each partaker was keenly alive with new "stuff."

Mr. Ernest W. Calvin, display manager for Werner & Werner told us the real way to display men's high class clothing—his demonstration was to the point and helpful. Mr. Geo. Fehl, in his original way showed us how easy it is to make papier mache ornaments.

At the previous meeting of the body, B. A. Rainwater, president of the St. Louis Display Men's Association gave a most interesting talk and demonstration on show cards and plaster ornamentation. He said:



THE WICHITA (KAS.) ASSOCIATION OF DISPLAY MEN. PRESIDENT J. H. DEWITT, STANDING.

"We are here to reflect upon what we have done this past season. Our different displays have stood criticisms and approvals of both public and merchant, and such displays have enabled us to create ideas as well as to help someone absorb the same.

"This club has proven itself to be matured enough to digest the substance of International Conventions, especially that part of winning numerous prizes awarded for skilled displays of merchandise, and this alone should help to impress all shop-keepers and merchants as being the way to gain prestige for an establishment, mainly by keeping the best of the best reflecting in the windows.

"It is gratifying to know that the public appreciates a well displayed exhibit of fashion. It is not only this incentive that spurs the display artist to perfection, but also to receive now and then hearty approval of his work from the merchant.

"This is one class of commercial art which requires of the successful man both love and pride in his composition.

"The season which now has a good start on us finds a great abundance of modern window displays in the business section of our wonderful city, but these only represent a small part of the work in comparison to that which lies before us throughout this Fall and Winter, and thus we shall continue ever trying to please both our respective firms and the public."

Otto Lasché.



Demonstrations at Spokane Meeting

THE last regular meeting of the Spokane (Wash.) Display Men's Association held in the assembly room of the Spokane chamber of commerce an interesting series of demonstrations featured the program. Roy Harding of the decorating department of The Crescent demonstrated several styles in full form draping. Malcolm Sabiston, display manager for the R. J. Hurd Company took for his subject, "Men's Wear Displays" and executed several fine unit displays, and Earl Pendleton, in charge of the display work for the Owl Drug Company, illustrated the use of show cards in the drug window.

Karl Amdahl, display manager for The Palace, and President of the Spokane Display Men's Association conducted the meeting, which was attended by the full membership of the club.



British Display Men Active

THE British Association of Display Men with headquarters at 30 King street, London, have formulated extensive plans for the development of the display profession and its organization in the British Isles. An elaborately conceived prospectus for the year has

been issued setting forth the advantages of affiliating with the British Association of Display Men, and the objects of that association. The objects are:

To advance the art of artistic and effective displays of merchandise.

To encourage modern and convenient arrangements of stores and show windows.

To study economical and effective methods of lighting.

To increase the public interest of display advertising.

To encourage the exchange of ideas.

To give assistance and encouragement to our members.

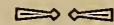
To inspire and develop the powers of efficiency in the individual members.

To hold an Annual Convention which will be exceedingly valuable to all who can attend.

To bring members of the profession together in closer relations and to further good fellowship.

Active membership in the British organization is limited to those holding positions as display men who have followed this profession for a minimum period of two years. Associate membership is for those not actually engaged in the display profession but who are interested in its organization and advancement.

Edward Goldsman, display manager for Selfridges, London, and well-known to American display artists, having been long identified in the profession on this side, is president of the organization. W. G. Rowe, of Dickens & Jones, London, is vice-president, and F. Stapley, 30 King street, secretary.



T. W. WANAMAKER, display manager for Jacobi Bros. & Block, Galesburg, Ill., has been placing some beautiful decorations for civic events in Galesburg and surrounding towns, and the great demand for the services of this well-known artist is keeping him on the jump. A most ambitious decoration was arranged by Mr. Wanamaker for the recent celebration in honor of the returned soldiers.

Mayor Hawkinson has appointed "Wannie" in charge of decorations for all city functions and a similar appointment has been made by the Galesburg Chamber of Commerce, in so far as it concerns conventions in Galesburg.



Dittmar's "Human Dummy"

EVERY month the Advance Club of a Dayton concern of international prominence calls a meeting. Supper is served at 5:30 and after the feast the members assemble in the auditorium which is equivalent to a good sized show house, the seating capacity being 1,200 people. The Advance Club is composed of factory department heads.

The Display Department of this company does not only deal with displays through the show windows, but also on the stage, and on October 9th it was the duties of this department to demonstrate its ability along the lines of the display profession. The services of a certain "Mysterious Wilmont" were contracted for, and it was not long before the so called "Human Dummy"

As a display man shows his ability as a salesman through the show window, the Window Display Department of this great company demonstrates to the makers of these products how wonderfully perfect the machine is in construction, and how easily it can be operated—so that even a dummy could not falter.

Each toy had a Christmas message attached with the compliments of Wurzburgs, and there were numerous extra large parachutes with special prizes that everyone wanted and tried to capture. This big store is on the Christmas map in Grand Rapids and every human being from crooning babe to tottering grandpa knows it.

Trip after trip was made. As fast as the aeroplane could be reloaded, it started to fly over the city. No one knows how many hundreds of "the best citizens" turned back the clock of time and became boys again, and many of them the next day suffered from strained ligaments in the neck from gazing at Santa.

[illegible]

Ask the citizens of Grand Rapids if they believe there is a Santa Claus and their reply in one stentorian chorus will be— "Y-E-S."

The winning display was unlike any other, in as much as it featured only one color shade—the “new burnt orange”—with a hand decorated scene and just a trifle of draped georgette material to match. The effect was attention-compelling, so much so, that all Washington who went to see it marveled at the richness of color, decoration and artistic harmony. The display was executed under the direction of Mr. S. P. Larkin, display manager for The Hecht Co.

December Window Setting Design

THE window setting design reproduced in full color on the front cover of this month's *MERCHANTS RECORD AND SHOW WINDOW* is the work of one of the country's leading background artists, and the beautiful design is this artist's first contribution to *MERCHANTS RECORD AND SHOW WINDOW*. More of his work will be presented during the year.

This month's design abounds with the atmosphere of Christmas, and though easily made and installed presents a most practical and attractive background. It is the policy of *MERCHANTS RECORD AND SHOW WINDOW* to offer suggestions well in advance of the actual season or event, but since the design reproduced contained that pertinent interest and feeling of the holiday occasion and at the same time is of simple construction, it was decided to offer it as a Christmas cover. Then, again, it may be just what a number of display men are looking for at this particular time. Not all stores place their holiday decorations early—some waiting until about ten days before Christ-

mas. To these the suggestions contained in the cover design will undoubtedly prove of interest and value.

The complete setting, excepting, perhaps, the candlesticks, may be made of composition board should the display man so desire; or, the center may present a canvas painting with composition board comprising the balance of the setting. Then, for contrast, the tree in the foreground may be a cut-out, painted, against a canvas background. The line sketch reproduced below should be closely followed in making and installing this setting. The plan designates the essentials in its making and locates the proper points for the various items comprising the whole. In coloring it is suggested that the qualities as presented through the cover design be followed. As an added suggestion, the circles at either side of center could be cut out with sprays of holly, or wreaths placed in front of a background of velour, silk or plush. The effect would be most pleasing. A plain floor of blue or a block effect may be used. Qualities of red, yellow and blue are the colors used in this setting.



FLOOR PLAN

New Patents

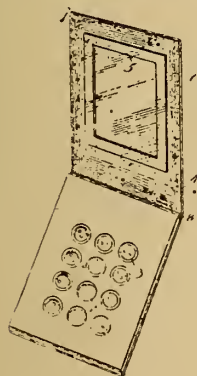
WE append below the most important patents relating to window display, store equipment and fixtures that have been recently issued from the United States patent office.

[Specifications with drawings, explaining more fully the patented article, will be mailed to any one on request, enclosing a fee of ten cents for each such specification. Give name and number of patent, and write address plainly. Send to MERCHANTS RECORD AND SHOW WINDOW, 431 S. Dearborn St., Chicago, Ill., U. S. A.]

Display Card for Buttons

1,310,729. FRANK J. APPLEBEE, Montclair, N. J. Filed May 14, 1918. Serial No. 234,550.

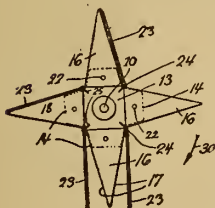
A display card comprising a sheet having perforations to receive articles to be displayed and provided with a backing sheet secured along one face thereof over said perforations, the material of said backing sheet extending freely therefrom to fold in a hinge-like manner over the first named sheet as a covering sheet, and provided with an opening to expose the perforations in the first named sheet, and a sheet of transparent material secured to the inner face of the covering sheet opposing its opening, said covering sheet and the transparent sheet being secured upon the first named sheet for retaining the articles in the perforations thereof and to display said articles.



Advertising Device

1,313,173. ADELBERT EASTMAN, New York, N. Y. Filed Apr. 18, 1918. Serial No. 229,270.

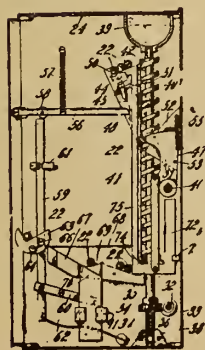
1. The combination of a shaft, hubs on said shaft, spokes on said hubs, display members having relatively fixed display surfaces and adapted to be secured to said spokes, display leaves, means for detachably mounting the same on the said hubs in relatively movable relation to the said display members and means for rotating the said shaft.



Automatic Sign

1,313,159. LYLE BEEMAN, Milwaukee, Wis. Filed Jan. 14, 1915. Serial No. 2,127.

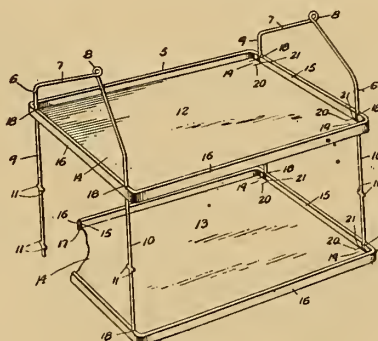
7. In an automatic sign, an elevating conveyer comprising a pair of suitably driven worm shafts, stationary guides parallel thereto, and sign plates having projecting trunnions extending between the guides and the worm shafts and between the convolutions of the worms to be elevated by the turning of the worm shafts, the movement of the bearing surfaces of the worms on which the trunnions rest being longitudinal of the trunnions.



Shelf Support

1,312,891. ARVID F. CARLIN, New York, N. Y. Filed March 3, 1919. Serial No. 280,263.

Fig 1. An article of the class described, comprising a plu-



rality of frame members being each provided with a plurality of cut-out portions and with spring tongue members adjacent to said cut-out portions, and said frame members being provided with a plurality of lugs, said frame members and the lugs thereon being adapted to be

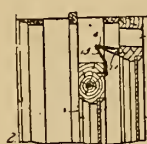
passed through the cut-out portions of the shelf members and to depress said spring tongue members in this operation.



Window Ventilator

1,310,475. JOSEPH GRUBER, Milwaukee, Wis. Filed Apr. 9, 1919. Serial No. 288,683.

The combination with a storm window having a longitudinal opening therein, a door hinged to the storm window and adapted to close the opening, a flexible element having one end attached to the door and its opposite end operatively connected with a vertically movable window whereby moving the window in one direction the window will open the door, and a coil spring mounted adjacent the door having one end laterally extended to bear against the door to normally urge the same to closed position.



Parisian Opens New Store

—The new Parisian Company store has been opened at 147-151 Woodward Ave., Detroit, Mich., and presents a thoroughly modern and beautiful retail merchandising institution. The Parisian Company is not made up of newcomers to Detroit, as its slogan, "A New Store with an Established Reputation," will indicate. Mr. Louis Siegel, president and general manager, operated and managed the cloak department of Heyn's Bazaar during that company's occupancy of the building about to be reopened by The Parisian Company. The new store has been named significantly. Although the creations of our best known American designers will be shown, Parisian fashions and the American adaptations of them will be featured. The leading designers of the world have been called upon to contribute their master efforts for the season as interpreted by the demands of American women. Every floor of the new store will be devoted to apparel for women, misses and girls, and each department, under personal direction of an expert in that line, will be a complete exclusive specialty shop in itself. The main floor is to be devoted to blouses, silk under-garments, hosiery and corsets. The shoe department will occupy the entire mezzanine floor.

New Stores

—The Toggery, a new store devoted to men's clothing and furnishings, opened at 207 North Main street, Burlington, Iowa. A great, attractive store front affords a most valuable medium for display purposes.

—The Style Shop, fitted with the latest in fixtures and equipment for the efficient handling of men's haberdashery, has been opened at Rockford, Ill., by W. S. Doran. Mr. Doran comes from Hartford, Conn., where he has been engaged in a similar business.

—B. Carr Stevenson, Hamilton, Ohio, representing the Haber-Dashy Company of Cincinnati, has recently completed arrangements for the establishing of two of his company's stores in Springfield, Ohio. Men's haberdashery and kindred lines will be handled.

—Another important merchandising institution will be added to the rapidly growing business of Burlington, N. J., when the Tryon & Tryon Company opens its new clothing and haberdashery store in the Elks building. The store is being attractively remodeled and fully stocked.

—Swartz & Silverfield is the name of the partnership which formally opened a beautifully equipped men's clothing and furnishings store at New Orleans, La., on November 10. Sam Swartz, one of the owners, was previously a clerk at Beekman's, New Orleans.

—The Oppenheim Cloak and Suit Company has acquired a ten-year lease of the four-story and basement building at 713-715 Washington avenue, St. Louis, Mo. An annual rental of \$22,500 is provided for in the lease. The building will be remodeled to meet the requirements of the concern.

—One of the notable business developments in Columbus, Ohio, during the year just drawing to a close was the recent announcement by the Morehouse-Martens Company to the effect that they had purchased the Andrew Dobbie store, for more than half a century a leading dry goods establishment of central Ohio.

—George Pashka, for fourteen years employed in the tailoring business at Two Rivers, Wis., will soon open a modern equipped clothing and men's furnishings store. Building alterations are now being rushed to completion and the new clothing merchant expects to open with a \$25,000 stock.

—The Boston Store opened for business at Colorado Springs, Colo., on the first of November in a most extensively altered and modern equipped building. Three floors will be devoted to the stocks of the new store, which will comprise men's furnishings, women's ready-to-wear and dry goods. The opening stock is valued at \$100,000.

—A formal opening of the new Gay-Lord Stores Company was held October 25 at the establishment, 819 Calhoun street, Fort Wayne, Ind. The Gay-Lord Stores Company has been in operation for about four years and during that time they have established ten stores in Cleveland, Akron, Canton, Youngstown, Columbus, Dayton, Toledo, Erie, Springfield and Fort Wayne. J. B. Craig, the manager of the Fort Wayne store, comes from Cleveland, O. He has been with the Gay-Lord concern for three and a half-years and is prominent in business circles. The new concern is financed by Fort Wayne men as well as out of town directors.

—Capper & Capper, a large clothing firm with headquarters in Chicago, and having stores in London, Detroit, Milwaukee and other cities, will open a store in St. Paul, Minn., in the new Hamm building at Sixth and St. Peter streets, it was announced by the St. Paul Association. John S. Capper, president, has leased a space with a 50-foot frontage. He expects to make the St. Paul store the largest of all the firm's stores outside of Chicago. It will be opened as soon as the building is completed. The new building, the steel frame of which was an eyesore at Sixth and St. Peter streets for more than two years before William Hamm and others purchased it, is proving attractive to retailers. All the ground floor space is expected to be taken before the building is completed.

—Tentative plans have been made for the opening of a great department store in Penn Yan, N. Y., which contemplates a business enterprise similar to the great Macey store of New York City. It is understood that the enterprise planned is due to the effort of the manufacturers to offer a place to trade at home so attractive that the large amount (about \$225,000 per year) paid out by the mill owners in wages will be spent at home rather than in Rochester or elsewhere, and it is proposed to offer to the wage-earners of Penn Yan and vicinity attractions in price that will induce them to trade at the department store where it is also planned farmers sell their produce otherwise unsold for cash, or as payment for goods purchased. The backers of the enterprise feel that the plans being considered will enable them to somewhat reduce the high cost of living for their patrons, and every facility will be used towards that end, co-operation being the keynote of the enterprise.

Additions and Alterations

—Preis & Gladden, Hardin, Mont., have moved their present store building to an adjoining lot and will at once break ground for the erection of a new men's clothing store, to stand where the old store so long did business.

—Excavation for the building to house a three-story department store has been started at Indiana Harbor, Ind. The business will be conducted by Louis Zimmerman, who will have associated with him, Morris Kahan, a pioneer merchant of Gary, Indiana. The new enterprise will comprise the only department store in Indiana Harbor.

—Work on the remodeling of the building formerly occupied by the North Texas Furniture Company at the corner of Tenth and Indiana, Wichita Falls, Tex., which has been somewhat delayed for some time is now completed and the new tenants, Kimberlins Ready-to-Wear, the Gross Connell Millinery Co., and Salmon & Nutt, men's furnishings and shoes on the ground floor and Richardsons in the basement are ready for business. Kimberlins has a very complete line of ladies ready-to-wear goods and in addition a beauty parlor and art department. On the same floor with the Gross-Connell Millinery Co., with a new and up-to-date line of the latest creations, is ladies' headwear. The basement is artistically arranged and is known as Richardson's Bargain Basement. "The Please You," is the unique name of the men's ready-to-wear goods and shoe store occupying the remaining portion of the first floor.

JANUARY

5

1920



The Koester School

SEASON 1920

The January Classes

are but a few weeks off, and if you are going to enter in time to prepare yourself for the Spring Opening season, you must act quickly. If you have been considering a course of study in Window Display, Advertising and Card Writing, now is the time to enroll. You will never have a better opportunity to secure a high salaried position than next season. The Koester School will in 1920 enter on its fifteenth year of an unusually successful career. It recently acquired the property and good will of the Economist Training School of New York and thus with this consolidation has an Alumni of over 9000 graduates.

Salaries Have Advanced The chances are you will never again face such a favorable time to get started in a high-salaried line of work. The future success of those who take advantage of present conditions is practically assured.

Opportunities Are Practically Unlimited—Results Immediate and Permanent An eight weeks' course of intensive training at the Koester School will qualify you for a good position as Display Manager, Advertising Man and Card Writer; or, any combination of these subjects that you may choose. When you enter the Retail Publicity field, your opportunities for future advancement are practically unlimited. The margin for growth is wide and the reward well worth your best efforts.

First 1920 Class Starts Monday, January 5th The coming year bids fair to be the most successful yet from the student's viewpoint. With every condition favoring you, it will pay to make an extra effort to start with the first 1920 class, Monday, January 5th.

THE KOESTER SCHOOL

With which is consolidated the Economist Training School of New York

314 S. Franklin Street

Chicago

THE INSTRUCTION DEPARTMENT OF

Dry Goods Reporter.....Chicago
Dry Goods Economist.....New York

The Drygoodsman.....St. Louis
The Pacific Coast Merchant.....San Francisco

Meritorious Contributions Received

*Photographs, Drawings, etc., submitted to the Merchants Record and Show Window since last announcement—
The list includes names of display managers and others
whose contributions have been accepted because of merit.*

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers:

- | | |
|--|--|
| J. WALTER JOHNSON, Powers' Furn. Co.,
Portland, Oregon—PHOTOGRAPH AND SKETCH. | G. C. PETERMAN, L. F. Beach Co.,
Joliet, Ill.—PHOTOGRAPH. |
| E. J. SHORT, E. W. Edwards & Son,
Rochester, N. Y.—PHOTOGRAPHS. | J. L. J. HIPPS, The Grote-Rankin Co.,
Seattle, Wash.—PHOTOGRAPH. |
| A. S. LEMIEUX, Bon Marche D. G. Co.,
Lowell, Mass.—PHOTOGRAPHS. | C. M. SHRIDER, A. E. Starr Co.,
Zanesville, Ohio.—PHOTOGRAPHS. |
| W. J. MORRISH, Robinson MacBean, Ltd.,
Moose Jaw, Can.—PHOTOGRAPH. | J. B. SCHOOLER, Davidson, Bros. Co.,
Sioux City, Ia.—PHOTOGRAPHS. |
| WILLIAM C. KNOTTERER, Bon Ton Dep't Store,
York, Penn.—PHOTOGRAPHS. | CHAS. W. MORTON, Weinstock, Lubin,
Sacramento, Calif.—PHOTOGRAPHS. |
| CARL FRITZLER, O. N. Magee's,
Lincoln, Nebr.—PHOTOGRAPHS. | O. E. WHEETE, Halliburton-Abbott Co.,
Tulsa, Okla.—PHOTOGRAPH. |
| WM. H. WEISEMAN, Geo. M. Wilson,
Pittsburgh, Pa.—PHOTOGRAPHS. | THOMAS W. EATON, Black's,
Waterloo, Ia.—PHOTOGRAPHS. |
| LEE C. ROSE, O. M. Smith & Co.,
Flint, Mich.—PHOTOGRAPH. | B. D. FREDERICK, Shriver Johnson Co.,
Sioux Falls, S. D.—PHOTOGRAPHS. |
| JOHNSON BROS., Inc.,
Peoria, Illinois—PHOTOGRAPH. | WILL E. FLINT, JR., Thompson, Hudson Co.,
Toledo, Ohio.—PHOTOGRAPHS. |
| L. R. WHITEMORE, J. A. Mahoney, Inc.,
Deming, N. Mex.—PHOTOGRAPH. | L. ROBERT REHM, Wolf & Dessauer,
Fort Wayne, Ind.—PHOTOGRAPHS. |
| EDWARD K. LUMMUS, Almy's, Limited,
Montreal, Can.—PHOTOGRAPHS. | GEO. E. BANISTER, The Dixie Store,
Hobart, Okla.—PHOTOGRAPH. |
| CHRIS SUMMERS, Logan & Stephens Merc. Co.,
Coffeyville, Kas.—PHOTOGRAPH. | W. H. JOYNER, M. Furchgott & Sons,
Charleston, S. C.—PHOTOGRAPH. |
| SAM H. BREWER, Baker-Hemphill Co.,
San Angela, Texas—PHOTOGRAPHS. | W. L. STENSGAARD, Laderer Clo. Co.,
Salina, Kan.—PHOTOGRAPHS. |
| HARRY W. HOILE, M. Nathan & Bro.,
Johnstown, Pa.—PHOTOGRAPHS. | C. E. ELY, Cunningham's,
Detroit, Mich.—PHOTOGRAPH. |
| HENRY SHERROD, Miller & Paine,
Lincoln, Neb.—PHOTOGRAPHS. | H. J. FOSSETTE, The Shop of Culture,
Memphis, Tenn.—PHOTOGRAPH. |
| A. L. BIXBY, The Toeller-Grant Co.,
Battle Creek, Mich.—PHOTOGRAPHS. | L. F. DITTMAR, National Cash Register Co.,
Dayton, Ohio.—PHOTOGRAPH. |
| FRANK FIALA, Thompson, Belden & Co.,
Omaha, Neb.—PHOTOGRAPH. | DAN H. TAYLOR, Taylor Dry Goods Co.,
Junction City, Kan.—PHOTOGRAPHS. |
| WILLIAM EDSTROM, The Boxrud Co.,
Red Wing, Minn.—PHOTOGRAPH. | L. L. WILKINS, Jr., Crook-Record Co.,
Paris, Texas.—PHOTOGRAPH. |
| | B. J. JOHNSON, Cole's,
Manhattan, Kan.—PHOTOGRAPHS. |
| | A. G. STEN,
West Frankfort, Ill.—SKETCHES. |
| | RALPH E. WILLS, Herculheimer & Company,
Lincoln, Neb.—PHOTOGRAPHS. |
| | HARRY MORTON, R. H. Rose Merc. Co.,
Carthage, Mo.—PHOTOGRAPH. |
| | CURTIS L. FERRELL, The Davidson Co.,
Hattiesburg, Miss.—PHOTOGRAPHS. |
| | ORVILLE LAMB, G. W. Bolinger's Sons,
Shelbyville, Ill.—BACKGROUND SUGGESTION. |
| | LEO M. FLYNN, Burdick & Murray Co.,
Madison, Wis.—PHOTOGRAPH. |
| | WILLIAM G. BILL, Hecht Bros.,
New York City—PHOTOGRAPH. |

We extend to you our best wishes for a Merry Christmas and a Happy, Prosperous New Year



H. A. GREEN



A. J. ABRAMS

And with the coming of the NEW YEAR, we take pleasure in announcing the entrance of a NEW FIRM in the field of artificial flowers and store decorations.

The Modern Artificial Flower Co., Inc., will manufacture and import high class flowers and other decorations of all kinds. The factory is equipped with every modern facility for making good decorations and a force of experienced designers and expert workmen insure products of the highest quality.

The members of the new firm are Arnold J. Abrams, Harry A. Green, and Arthur J. Caplett, who have a thorough knowledge of decorations and the requirements of the display man. This knowledge is based upon many years of practical experience with leading houses in this line.

Mr. Abrams and Mr. Green will start in December on their trips covering the United States and Canada. They will carry a splendid line of spring decorations, including a number of new designs that have not been shown before. The line is one that will be well worth waiting to see before ordering spring decorations.

This firm will specialize in service, and every order will receive the same careful, personal attention that Mr. Abrams and Mr. Green have always given their customers.

A comprehensive Spring Circular is in course of preparation. Write for it now and you will receive a copy as soon as it is off the press.

The Modern Artificial Flower Co., Inc.

840 North Avenue
CHICAGO

Goodform
TRADE MARK

Whenever you get window fixtures insist on the kind. The **Goodform** name stamped on the bottom insures service and that certain refinement which means so much as a selling power in your windows.



Our Book of Trims
will be of service
to you.

Yours for the asking.

HINCHER MFG. CO.

OF INDIANA

Washington, Ind.

Chicago Salesroom—367 W. Adams St.

for Displaying Shoes



Finished in
any color oak
or mahogany

No. 12

Heights

\$2.15

8"

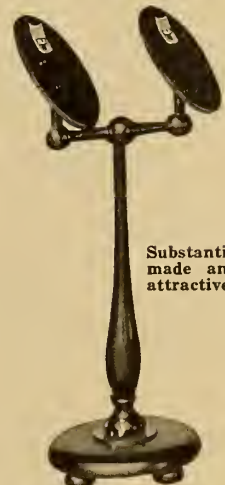
12"

18"

No. 18

24"

\$2.35



Substantially
made and very
attractive

These two Klee Fixtures and others especially designed for displaying shoes shown in catalog.

KLEE DISPLAY FIXTURE CO., Rochester, N. Y.



DISPLAY BY J. WALTER JOHNSON FOR WILEY B. ALLEN COMPANY, PORTLAND, OREGON.

RAYMOND T. WHITNAH, Crosby Bros. Co.,
Topeka, Kansas.—PHOTOGRAPHS.
B. W. RODFUS, Osage Merc. Company,
Pawhuska, Okla.—PHOTOGRAPH.
R. J. PATTERSON, Weiss & Goldring,
Alexandria, La.—PHOTOGRAPHS.
PAUL C. MASSEE, N. K. West & Co.,
La Grande, Ore.—PHOTOGRAPHS.
OSCAR F. RYAN, The Anderson-Newcomb Co.,
Huntington, W. Va.—PHOTOGRAPHS.
F. J. FINDLAY, W. J. Calhoun Dry Goods Co.,
Fort Scott, Kas.—PHOTOGRAPHS.
G. C. RAY, Holland Dry Goods & Clothing Co.,
Jackson, Tenn.—PHOTOGRAPHS.
FRED ASHFIELD, Bryson-Graham, Ltd.,
Ottawa, Can.—PHOTOGRAPHS.
ARTHUR D. ABBOTT, The Ervin Company,
Hartford City, Ind.—PHOTOGRAPHS.
WESLEY BARTIKOSKI, Silverstein & Bondy,
Duluth, Minn.—PHOTOGRAPHS.
C. REMILLARD, JR., Byrne Company,
Putnam, Conn.—PHOTOGRAPH.
FRED PALMER, F. Palmer & Co.,
Narrabri, N. S. W.—PHOTOGRAPH.
L. F. DITTMAR, National Cash Register Co.,
Dayton, Ohio.—PHOTOGRAPH.
PETER HANUS, The Columbia Clothing Co.,
Duluth, Minn.—PHOTOGRAPH.
W. L. STENSGAARD, Keshner Dry Goods Co.,
Salina, Kas.—PHOTOGRAPHS.

ROSS COMINGORE,
Grand Island, Neb.—PHOTOGRAPHS.
ARTHUR CARLSON, Boston Store,
Fort Dodge, Ia.—PHOTOGRAPHS.
SAM BERMAN, Finkelhor's,
Pittsburgh, Pa.—PHOTOGRAPH.
E. K. SCOTT, The Weng & Shafer Co.,
Rochester, N. Y.—PHOTOGRAPH.
J. H. EVERETTS, John H. Harlin Clothing Co.,
Topeka, Kas.—PHOTOGRAPHS.
THEO. SCHLOERB, Schroeder Dry Goods Co.,
Racine, Wis.—PHOTOGRAPH.
D. P. SMITH, Davis Department Store,
Burley, Idaho.—PHOTOGRAPH.
W. YEAGER, Wolf-Greisheim & Sons,
Bloomington, Ill.—PHOTOGRAPH.
OTTO C. SCHMITT, L. Wertheimer,
New York, N. Y.—PHOTOGRAPHS.
FRED ASHFIELD, Bryson-Graham, Ltd.,
Ottawa, Ont., Canada.—PHOTOGRAPHS.
W. GUY WARNER, S. Hirsh Company,
Chicago, Ill.—PHOTOGRAPH.
E. C. STUART, Nation & Shewan Co.,
Brandon, Man., Canada.—PHOTOGRAPH.
VICTOR CARSON, The L. H. Field & Co.,
Jackson, Mich.—PHOTOGRAPHS.
T. GUY DUEY, Wurzburg's D. G. Co.,
Grand Rapids, Mich.—NEWSPAPER ADVERTISEMENT.
L. A. ROGERS, John D. Mabley Co.,
Detroit, Mich.—NEWSPAPER ADVERTISEMENTS.



The Season's Greetings—

Here's a hearty "Thank You" for your good will in the past, and the best of wishes for your prosperity in the New Year

L. BAUMANN & CO.

Flowers

357-359 W. Chicago Avenue, Chicago



New Display Fixtures that Combine Beauty and Utility



You will find our new line of display fixtures different from any others you may have seen. They are designed along new lines and are as useful as they are handsome.

They are wonderfully satisfactory in design, material, workmanship and finish. You will also find our prices satisfactory.

Our new catalog shows a number of complete trims illustrating the use of our fixtures. Send for it.

Decorative Fixture Co.
16th and Jefferson Sts. Chicago



WE SELL YOU OUR
WINDOW DISPLAY FIXTURES
+ PLUS +

Experience, Service, Satisfaction
and
Reliability

Send For a **FREE** New Catalogue

Artistic Wood Turning Works

Formerly **POLAY FIXTURE SERVICE**

519-521 N. Halsted St.

CHICAGO, ILL.

OUR PRICE TICKET MACHINE SET

The Biggest Fifty Dollars Worth on Earth

Letters Tickets 10 to 20 Times Faster than Hand Work
Will Pay for Itself in A Month and Make Thousands of Dollars For You

Ready *Others Doing It! So Can You!*
For Work **COMPLETE SET \$50.**
Write for Wonderful Descriptive Matter Now!

HAND STYLE TYPE CO.

410 Third Ave Pittsburgh, Pa.



"He Works Nights"



"Easy Money"

Movements of Display Men

E. P. BROWDER has returned from France and is back at his old position as head of the display department of the A. Rosenstock & Company store, Petersburg, Va.

E. T. WITT, who was formerly employed in the profession at Kalamazoo, Michigan, is now in charge of the decorating department for Levey Brothers, Louisville, Kentucky.

T. W. WANAMAKER, display manager for Jacobi Bros. & Block, Galesburg, Ill., was in Chicago recently, making final purchases of decorations for his Christmas displays.

W. WILLIAM E. ERWIN has returned from France and is now back with the Mapes Company, Lansing, Mich., as display manager, the post he held previous to enlistment.

F. RED J. WEILER, for nine years engaged in display work, and a member of the I. A. D. M., is now a member of the Bremer-Weiler Clothing Company, Burlington, Iowa.

A. RMOND W. ERLINGER has been appointed director of the window displays and store decorations for the Homer Maes Company, Green Bay, Wis.

C. HARLES STASTNEY, for seven years employed in the decorating department of The Boston Store, Chicago, under display manager W. A. McCormack, has resigned.

V. ICTOR DALLONS, formerly display manager for Phelps Dodge Mercantile Company in Watsonville, Cal., and Tyrone, N. M., is now directing the decorating department of the M. S. Arndt & Company store, Stockton, Cal.

L. F. DITTMAR, display manager for the National Cash Register Company, Dayton, Ohio, and first vice-president of the I. A. D. M., is back on the job after an extensive business trip through the East.

W. GUY WARNER, for several years director of the display department of D. S. Komiss Company, State street, Chicago, has resigned. At the present time Mr. Warner is considering several attractive propositions.

C. M. GIBBLE is now in charge of the display department for the Nugent Dry Goods Company, Braddock, Penn. He was formerly engaged in the profession at Cambridge, Ohio.

R. OY H. HEIMBACH, display manager for S. L. Bird & Company, Detroit, Michigan, was a recent visitor in Chicago, making purchases for Christmas decorations. Mr. Heimbach recently resigned his position with Clarke Bros. Stores, Scranton, Pa., to accept the Detroit post.

G. G. ARENSMEYER, recently appointed display manager for the J. J. Gorman Clothing Co., Detroit, Mich., was a recent visitor to Chicago. Mr. Arensmeyer was formerly an assistant to Walter E. Zemitzsch at the Famous & Barr store, St. Louis, Mo.

M. S. ROOS, who has been engaged in display work at Savannah, Ga., is now in charge of the decorating department for Tepper Brothers, Selma, Oklahoma.

J. OHN HIPPY has been named as the successor to Edward Lang as manager of the display department of The Fair Store Company, Cincinnati, Ohio.

L. D. HINDS, formerly display manager for the H. C. Jassup Garment Company, Watertown, S. D., has resigned and is now located in Jerome, Idaho.

E. DWARD A. CURTIS, formerly with Neustadt's, La Salle, Illinois, has been appointed in charge of the decorative department for the M. L. Rothschild store, Minneapolis, Minn.

H. R. PENNING, display manager for Walther Drug Company, Peru, Ill., was in Chicago recently placing final orders for Christmas decorations.

F. RANCIS B. WELLS, formerly employed by the Underwood Company, Worcester, Mass., has resigned and joined the display force of The Boston Store, same city.

J. OSEPH LACHOFF, formerly display manager for Wieboldt's stores, Chicago, resigned to accept a similar position with The Lyon store, Hammond, Ind.

E. J. BERG, display manager for Burgess-Nash, Omaha, Neb., was a recent visitor to the Chicago office of MERCHANTS RECORD AND SHOW WINDOW. Mr. Berg just completed an extensive buying trip throughout the East.

R. OY L. HOLLIS, recently discharged from the U. S. Tank Service is now in charge of the display department of the Ville de Paris (B. H. Dyos Company), Los Angeles, Calif.

J. H. EVERETTS, formerly display manager for Spines, Wichita, Kansas, has resigned to assume a similar position with the John T. Harlin Clothing Company, Topeka, Kansas.

C. B. STAINBACK, for some time employed in display work in Durham, N. C., is now directing the work of the decorating department of the Anchor Store Company, Winston-Salem, N. C.

S. AMUEL R. WEISS, formerly display manager of The Emporium, Detroit, Mich., and now a member of the sales force of a big display equipment concern, placed the opening displays at the new Heyns Bazaar, recently opened in a fine new building at Detroit.

L. EO FLYNN, display manager for the Burdick & Martin Dry Goods Company, Madison, Wis., is receiving extensive newspaper publicity on a recent display series arranged in the new show windows of the Burdick & Martin store.

A Warning to Display Managers—

RIGHT now we are in a position to offer certain delivery for spring backgrounds, decoratives, etc., providing your order is placed at once.

Our capacity is limited to a standard volume of high grade work which takes a specified time to produce. All live displaymen will find it a great advantage to let us figure and start on decorations at once.

Get in on this "sure-shot" service and you will not be one of the disappointed ones when it comes to the proposition of **SERVICE** and **QUALITY**

Catalog is free only to bonified displaymen. Request must be sent on firm's stationery.

THE MODERN ART STUDIOS 431 N. Clark St., Chicago



THE Flowers we make will appeal to the Display Man who appreciates beauty and understands values.

They are as nearly perfect as artificial flowers can be made, yet they are as low in price as ordinary flowers.

Compare the beauty, the quality and the price of Mutual Flowers with those of any other dealer and you will see the advantage of using our goods.

Our new catalog is now being prepared and will be ready for distribution in January. Send us your name for our mailing list, and you will receive a copy as soon as it is off the press.

**Special Designs for
White Sale Decorations**

Mutual Flower Co.

82 West Third Street

NEW YORK

**Get the
\$1.00 Cardwriting
and Lettering
can be done with an
Esterbrook Speed Pen**

in a time impossible with a brush. Lines so sharp and clean cut that they cannot be equaled by a brush. You can do double the work with an Esterbrook Speed Pen with less fatigue and far better results.

Beginners and Experts find them "best."

Send \$1.00 for sample assorted dozen.

THE ESTERBROOK PEN MFG. CO.

90-100 DELAWARE AVENUE

CAMDEN, N. J.



WHATEVER YOU EXPECT AN AIR BRUSH TO DO FOR YOU THE

PAASCHE

**Famous 3-in-1
Will Do It Better!**

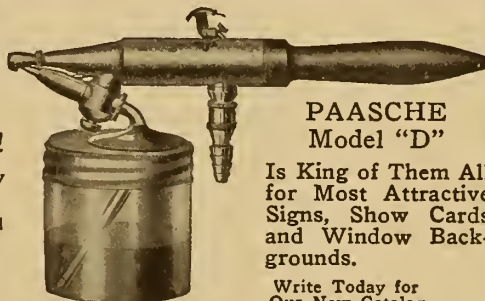
Used Nearly Exclusively by
Displaymen

Air Brushes should be selected
according to your needs

The Paasche Pays
All-Ways

Due to Their

**Speed, Durability and
Efficiency**



**PAASCHE
Model "D"**

Is King of Them All
for Most Attractive
Signs, Show Cards
and Window Back-
grounds.

Write Today for
Our New Catalog

Paasche Air Brush Co.

1229 Washington Blvd., CHICAGO



What the PAASCHE Air Brush is doing for thou-
sands of others it will do the same for you.

HERMAN COOK, formerly display manager for the Peoples Store, Boulder, Colorado, has resigned to accept a similar position with a big Denver store.

GEORGE W. McKAY has been chosen to direct the work of the display department of the Livingston Mercantile Company, Merrill, Wis. He was formerly associated with the decorating department of Rothschild & Company, Chicago.

JEROME JAFFREY, formerly with Abraham & Straus, Brooklyn, N. Y., is creating many unusually beautiful display effects at the Newcomb-Endicott Company store, Detroit, Mich., where he has charge of the display department.

JULIUS G. HEIRSCHFIELD, who for fifteen years was assistant to F. G. Schemhl, display manager for the Greenhut Company, has been attracting much attention through his displays for the Lerner Stores Corporation, New York City, since the Greenhut Company closed its doors.

IRVING KAUFMAN, formerly associated in the decorating department of G. Fox & Co., Hartford, Conn., has accepted the display manager's post at the McMillan department store, New Britain, Conn. Previous to joining the G. Fox & Co. staff, where he has been for five years, Mr. Kaufman was with Brown, Thomson & Co., Hartford.

Who's Who in the Profession

Edward K. Lummus

Almys' Limited, Montreal, Canada

HAVING received a diploma from the English High School, Lynn, Massachusetts, Edward K. Lummus immediately entered the merchandising field as assistant to the window decorator for the Morris A. Roberts store, Lynn. Success attended him from the start and it was not long before his ability brought an offer from the Herrick Shoe Company. This concern operated a chain of stores and Lummus was sought as assistant manager of the display department. He accepted the post and remained for three years, at which time he became an independent display man, caring for the displays of a number of the leading stores in and around Lynn. After three years of this work Mr. Lummus entered the employ of R. H. White Company, Boston, Mass., as assistant to Display Manager Peacock, a position which he most capably filled. We next find him with Geo. C. Melville Company, an organization controlling a number of stores in New England. For a time Mr. Lummus directed the display department for this big company, but his knowledge of general business problems resulted in his being made manager of one of the Melville stores, a position he held until accepting his present post at Almy's, Limited, Montreal, Canada.

Mr. Lummus has been directing the display work at Almys' for five years and the post is considered one of the finest in the Dominion. The Almy store occupies one entire block and has eight acres of floor space. It has a stretch of nineteen 17-ft. windows and three large vestibules and includes a corner window equal in size to the largest



E. K. LUMMUS

in Canada. Lummus' work for this big merchandising institution has attracted much attention, at home and in the United States, and he has been the winner of many valuable prizes offered in window display competition, including among them a \$100 Liberty Bond, a bronze medal for best "Made in Canada" display, and a MERCHANTS RECORD AND SHOW WINDOW diploma, awarded at the recent I. A. D. M. convention in Chicago. He is a most energetic display man, with a host of friends. He is a staunch supporter of the I. A. D. M., and a member of the Executive Committee.

For Our Advertisers

Now Making Eyelashes

THE Harrisburg Wax Figure Renovating Co., 335 Crescent street, Harrisburg, Pa., have recently added a new department devoted exclusively to the manufacture of ready-to-fit eyelashes for wax figures. That this new department is appreciated by the display man is shown by the great volume of business already booked.

Thousands of sets of eyelashes have been sold to the displaymen for their store needs, and many large manufacturers of wax figures, both in United States and Canada, are using the eyelashes made by this concern. The correctness in shape, perfect workmanship, the simple manner in which they are attached to the cyclid, as well as the low price have been great factors in crowding this concern with orders.

With a total of nine distinct lines, each one important to the displayman, The Harrisburg Wax Figure Renovating



KICHLER VALANCES

Have a distinction and individuality of their own. They are designed to satisfy the demands of particular merchants and display men.

If you are looking for exclusiveness, novelty and beauty combined with moderate price, you will find it in any Kichler Valance you may select.

If you know the kind of design you want, send us a sketch and we will reproduce your ideas accurately.

If you are uncertain as to a suitable design, we will be pleased to submit colored drawings based upon any suggestions you may make.

You will be particularly pleased with our treatment of monograms and trade-marks.

Send for our catalog.

The L. A. Kichler Co.

717 Lakeside Ave. N.W. Cleveland, O.

Learn the Sign-Show Card Business

Unlimited possibilities are opening up every day in this field. Large firms everywhere want men with creative ideas. Keen commercial competition calls for most aggressive and up-to-date advertising methods. New and striking effects constantly demanded in Window Cards, Bulletin Boards, Signs and Show Cards.

Big Opportunity for Originality

Unusual openings for those who develop constructive imagination. Don't smother your ambitions and ignore your latent abilities. Make the best of your talents—develop your originality—learn to make your abilities earn big money. Get into the Sign-Show Card Business "where originality counts." Our Course teaches how in a few short months. Thousands of successful graduates prove our ability to successfully teach you.

Earn \$25 to \$75 Weekly

Our training will give you perfect confidence in your own ability to command a big salary. You are taught how to direct your efforts along profitable lines. You get the close, personal counsel and help of instructors, which makes your ultimate success sure. Nothing is left to guess. Every lesson is designed to bring out the practical helps so essential in realizing the necessary training for successful work.

Course Complete and Practical

Every phase of work is covered. Instruction is complete, thorough and easily understood. Lessons start at bottom and proceed logically and naturally to the finish. You are thoroughly familiarized with intricate and involved lettering, color work, shading and letter designing. You are also taught gold-leaf lettering on glass. Each lesson is designed to bring out and develop YOUR ideas. This helps to give originality and individuality to your work.

Graduates Enthusiastic

Every day brings letters from graduates who are proving value of our Course. Read these extracts: "Am more than satisfied. Your method surely the best." "Self-reliance developed by practical execution of work is important. Personal instruction valuable." "Thanks for fulfillment of all promises." "Am pleased to recommend your School to anyone wishing to study this branch of the art profession."

Read This Guarantee

We guarantee to place graduates in positions paying \$85.00 to \$175.00 monthly after they have completed prescribed course and demonstrated proficiency. Requests for competent men exceed supply.

Don't Doubt—Ask for Proof!

Get our literature and samples. Ask about our Free Outfit Offer. Write for proof of our ability to successfully teach this business. Send today—NOW—in fairness to yourself.

Detroit School of Lettering

"Where Originality Counts"

L. S. STRONG, President and Instructor
1050 D.S.L. Bldg. Detroit, Mich., U. S. A.



See Our Vanity Girls in Entirely New Miniature



JANET

Cute little things that make a big success. Flat effects in wood, hand painted. Arms adjusted at shoulders and elbows. Dressed in proper style silk, satin, cloth, etc. Fashionable, and of course, chic.

The picture shows one of 12 differently dressed figures. You may send for one or as many as you like. Each model 13 inches high.

Stock on Hand

J. R. Palmenberg's Sons INC.

63-65 West Thirty-sixth Street, New York

Boston

26 Kingston Street

Chicago

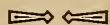
Baltimore

204 W. Jackson Blvd.

108 W. Baltimore St.

Company predicts a banner year for 1920, as many large concerns will catalog their complete line. In addition, the sales force, totaling over 85 agents, covering the United States, will be equipped and prepared to exhibit the entire line to the displaymen everywhere.

The catalog of this concern will be mailed upon request. Their advertisement also appears in this issue. Look for it.



Popular Salesman Makes Change

J. W. VAN VALKENBURG, for several years midwest representative of one of the country's largest artificial flower houses, has resigned to accept a position with the sales force of the R. E. Gebhart Company, manufacturer of artificial cloth flowers and ornamental papers. He will have the same territory as formerly. Mr. Van Valkenburg is well and popularly known in the display profession and the best wishes of his many friends go with him in his new associations.



A New Flower House

Display men generally will be interested in the announcement of the Modern Artificial Flower Co., Inc., that appears elsewhere in this issue. The organizers of the new firm are Arnold J. Abrams and Harry A. Green, who are both well known to practically every display man throughout the United States and Canada. Both of them have for years been associated with leading artificial flower houses and are thoroughly familiar with the needs of display men. Another member of the firm is Arthur J. Caplett who has had wide and practical experience in the manufacture of flowers and decorations.

Mr. Abrams has covered Canada from Halifax, N. F., clear across to Victoria, B. C. In the United States he has called upon display men from Seattle to San Diego, and through to the New England coast. He has also covered part of the south.

Mr. Green has covered the entire south and east and, between the two, they are in close familiar touch with practically every important store on the continent north of the Rio Grande.

The new flower house has entered the field under highly favorable circumstances and has a modern, well equipped factory that has been carefully planned for the economical production of high class flowers and good decorations of all kinds.

In addition to manufacturing, this firm is importing the best products of European makers. In this connection, Mr. Abrams states that he has been able to secure a number of specially attractive novelties for the spring season. Mr. Abrams and Mr. Green will start on their road trips within the next few weeks and expect to cover as much as possible of the United States and Canada before returning. An interesting circular is being prepared and will be ready for circulation in a short time. It will prove of special interest because of the number of new designs shown.

The Modern Artificial Flower Co. also manufactures a varied and interesting line of favors and table decorations, which make a profitable resale line that is being pushed the year round by many progressive stores in practically every line. The address of the new firm is 840 West North avenue, Chicago.

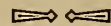


Show Card Designs

The Apex Show Card Service, 179 Shelby Street, Detroit, Mich., has just issued a most attractive and interesting catalogue, and display men contemplating specially designed cards for special use will do well to send for the catalogue and price lists of this reliable concern. The Apex workmen are high class specialists of unusual creative ability and a most complete and original assortment of designs are ever at the command of the display men. Of unusual beauty are

the airbrushed designs now included in the latest catalogue.

The efficient organization of the Apex Show Card Service with an excellent system of quantity production makes prompt deliveries assured.



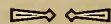
Matching Colors

As the days grow shorter and more and more business must be done under artificial light, the problem of satisfactory color matching becomes a difficult one in most stores. To match colors accurately is a practical impossibility under ordinary electric lamps, and much business is lost when days are dark and afternoons short, unless the store is provided

with lamps that will enable the customer to see colors in their true daylight values.

For this purpose, a most satisfactory lamp is the Bradlite. This is a handsome portable unit that is complete in itself, and by which the most delicate tints and shades can be matched with perfect accuracy. It can be instantly installed in any department by simply screwing a plug into a pocket, and is always ready for use.

Hundreds of leading stores are using Bradlites to match colors of silks, velvets, dress goods, trimmings, ribbons, etc. In a number of big stores dozens of these useful lamps are in constant use, and there is every evidence that they are greatly appreciated by customers. Bradlites are now used not only in dry goods stores but also by haberdashers, and in various other lines where color is important. This highly useful device was perfected by Irving L. Bradford, and is for sale by I. L. Bradford & Co., 178 West Jackson boulevard, Chicago. It is suggested that merchants who have difficulties in color matching order a sample Bradlite to demonstrate its efficiency.



One Minute from State Street

The Adler-Jones Company has found it necessary to secure greatly enlarged quarters for its rapidly growing business and, before the first of the year, will be at home in the old Lyon & Healy building, at the corner of Wabash avenue and Adams street. The entire fourth floor at this desirable location in the heart of the retail district has been secured.

The first thing done by the average visiting display man in Chicago is to make a round of the State street windows. The new Adler-Jones Co. location is only "one minute from State street," which will make it very convenient to these visitors.

The Adler-Jones Co. has had a remarkable growth since the establishment of the firm a few years ago, and during the past year, the amount of business done has surpassed all expectations. In fact, the demand for Adler-Jones' decorations has been greater than the supply and, although the big factory has been operated at its maximum capacity, it has been impossible to keep up with the increasing volume of orders.

At the new location there is ample space for the installation of additional machinery and improved equipment, which will make it possible to more than double the output of the factory.

It is planned to make the new display room entirely different from any other showroom, and it is said that the decorations for the coming spring season will be more handsome and elaborate than any that have heretofore been offered the display man.

All merchants and display men when in Chicago are cordially invited to make the new Adler-Jones display room their headquarters. The convenient location, just around the corner from State street, makes it easily accessible. The new number is 206 So. Wabash avenue.

Attractive Window Decorations

Let D. & S. Decorations
Help Increase Your Sales

*Everything for a perfect
window display*

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade St.
New York, N. Y.



NA-DE-CO

Valances, Panels and Drapery Shades
The artistry of a large staff of experts in window decoration
has made the NA-DE-CO line standard
Write for Catalogue R and sample plushes

NATIONAL DECORATIVE CO., Inc.

Designers and Manufacturers
Valances, Panels and Drapery Shades, Plushes
Write for Sample Plushes.

Main Office: 534 Federal St.

CAMDEN, N. J.

MR DISPLAYMAN!!
HAVE YOU RUN OUT OF IDEAS
Just off the Press
**HELPFUL HINTS
IN DISPLAYING
MENS-WEAR**
SEND A DOLLAR BILL
TO JOHN S. SCARDEFIELD
307 FITZSIMMONS BLDG. PITTSBURGH, PA.
MENS SHOP

Daily's Christmas Greeting:

May the Prosperity that the Card
Writers and all Display men have
enjoyed in 1919 continue in 1920—
with the H. C. of L. eliminated.

No More Delays!

Due to our moving into much larger quar-
ters, we were delayed for about a week in
shipping orders for

**"Perfect Stroke"
Brushes and Supplies**

but we can now promise ONE-DAY shipments.

New illustrated catalog just off press!

Bert L. Daily

126-130 East Third St. Dayton, Ohio

These Outfits are a Great Investment

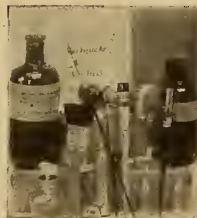
These outfits will greatly reduce the cost of maintaining your
wax figures and flesh enameled display forms.

**USED BY LEADING STORES IN EVERY
STATE**

**With This Outfit—You Can Clean
and Retouch Your Own Wax Figures**

Producing the same high class (oil
finish) as executed at the factory. COM-
PLETE OUTFIT includes prepared mater-
ials to clean and retouch 100 figures.
Full formula. Tools. Instructions.

Price for complete outfit.....\$5.00



USE NUENAMEL to clean and refinish your
enamel forms the right way. With this com-
plete outfit you can clean and refinish your flesh
enamel forms, producing the same dull finish as
when first purchased

**SATISFACTION GUARANTEED OR YOUR
MONEY BACK**

No. 1 outfit will clean and refinish 100 forms. \$1.75
No. 2 outfit will clean and refinish 200 forms. 2.50
No. 3 outfit will clean and refinish 300 forms. 3.50
No. 4 outfit will clean and refinish 500 forms. 5.00

NUENAMEL is made expressly to clean and
refinish flesh enamel forms. No other prepara-
tion will produce the same dull flesh finish.



**IT DOESN'T MATTER HOW BADLY YOUR FLESH
ENAMEL FORMS CRACK, CHIP, OR PEEL OFF**

They can be easily repaired with FLESH ENAMEL
CEMENT and used again for display. FLESH ENAMEL
CEMENT is easy to apply and dries hard to match the
enamel surface. Fully Guaranteed.

Full instructions how to use with each outfit.

8 ounces net weight.	Price.....	\$1.25
16 ounces net weight.	Price.....	1.75
32 ounces net weight.	Price.....	2.50
48 ounces net weight.	Price.....	3.00

It pays to purchase in large quantities, age will not
affect materials.

Eyelashes for wax figures. Correctly shaped. Ready to
fit in place. 50c set, 6 sets \$2.50, 12 sets, \$4.50. Full
directions with each set. Same as used by leading figure
manufacturers.

New Catalogue Free

Harrisburg Wax Figure Renovating Co.

335 Crescent Street, Harrisburg, Pa.



Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Women's Suits in an Important Sale, Priced Special \$47.75.—Suits that in quality of material and tailoring are distinctive and high above the ordinary, will be presented in a sale tomorrow. The makers of these Suits are well known in merchandise circles for making finely tailored, superior quality Suits. We feel fortunate in having secured this group to offer at a special price.

Warm Winter Coats \$15 and \$22.50.—New Winter Coats—A lot of 429 garments for women and misses at savings that are of unusual interest. The materials are velour, Arabian lamb, kersey and other warm coatings, in colors navy, gray, Burgundy, brown, green and black. Belted and loose flare styles—every Coat is a new style designed for this season. Some have fur collars, others are of plush or self materials.

Have You Tried On The New Coats?—Just looking at the pictures and seeing them in the windows makes one eager to see how one would look in them—A coat with a great big collar is so important and impressive! But have you tried them on? You'll never know how wonderful they are until you realize how becoming they are to you.

A Big \$35 Worth in Women's and Misses' Coats.—Coats with nutria and sealine collars and coats with big muffler collars of the material or of plush. Coats lined throughout, or to the waist, or of such heavy fabric that they need no lining. Pom pom, velour, kersey and polo cloth effects in all the wanted shades of navy, Burgundy, tan, brown, oxford and Copenhagen.

Real Economy is Only Found in Quality Furniture.—All of our furniture is built for those who desire luxurious, easy furniture designed on artistic lines. Not expensive furniture, by any means, simply—reasonably priced furniture of exceptional quality. Unusually fine living room and bedroom suites are now arranged for those who are refurnishing their home for the winter season.

Men's, Women's and Children's Dependable Winter Footwear.—Women's black novilla kid Lace Shoes with 8-inch tops, imitation tips and military heels. A splendid walking boot at, the pair, \$7. Women's and misses' and children's fleecy jersey cloth Leggings, knee length, all sizes, priced according to size.

Fancy Turkish Towels.—When shopping about the store be sure to make a visit to the Fancy Towel Section. Here you will see every kind of a Towel that one can think of. In the better Towels, which are of heavy double yarn—very absorbent quality, you will see varieties of border effects in colors—some combination, some plain—some with silk and cotton effects. Colors are blue, yellow, lavender and pink.

The Right Corset Often Alters a Suit's Appearance.—Saleswomen tell us they sometimes have a customer who cannot be satisfactorily fitted in the suits they prefer, just because their corsets do not fit. Suits are designed, of course, to wear over well-corseted figures; so, naturally they do not look right over an ill-shaped corset. For such cases we can recommend the services of our Corset Shop. Here a long list of standard corsets, and expert knowledge of fitting, assure a woman of getting a model which will form an ideal foundation for her style of dressing.

Smart, New Ideas for Evening Dress.—From the sparkle of a jewelled slipper-buckle to the soft eurl of a plumed fan, Lord & Taylor evening requisites suggest the precious treasures of old. Great ostrich fans with sticks of amber, flaunt exquisite colors—jade, shaded orange, silvered grey, jet black. Spangle fans embroidered in gold thread and tiny beads. For the fashionable coiffure have been selected hair-pins of demi-amber mounted with delicate filigree work, easque combs, crystal combs set with fine cut stones, bizarre Spanish combs and combs of jet.

\$5 Buys a Hat of Genuine Velour.—That is if you buy it at this Man's Store for nowhere else that we know of are such hats to be had at this price. Not an isolated case by any means of your being able to find the things you want priced less here than elsewhere, but a noteworthy case in point. It will cost us practically as much to duplicate these hats when we re-order, but for the present we are selling them at \$5 and knowing men are buying them up rapidly. Suppose you get your winter hat tomorrow. All sizes in black, brown and green.

Adorable Undersilks.—Revel to your heart's delight mid the loveliest, rarest gems of silken underthings for women ever thought of. There is not a discordant note in this wonderful room. The very atmosphere radiates refinement and daintiness, and everything, from the merchandise to its setting is transcendently beautiful. Fairy-like silken underthings are the pre-requisites of every woman's wardrobe and no previous season has offered us the opportunity of showing such a variety of charming gowns, envelopes, "step-ins," chemise and camisoles in georgette, crepe de chine and satin.

Sale of Furs.—Enchanting Furs of a richness and beauty that call forth every word and phrase of admiration one can think of, are presented in this unusual sale. And the prices—really in many cases one wonders that such beautiful pieces could be so well within the reach of the pocketbook. Women who are planning to wear Furs this Winter are selecting them in this sale and having them stored until they need them. The value-giving is exceptional—every Fur piece in the department bears a special sale price.



—found! the BOOK that tells you the HOW for every Retail Advertising problem of *your* store

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturers and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

500 Different Subjects

Among them the following: Ad Building, Advertising Ideas, Words to Use, Use of Prices, Displaying Items and Prices, Preparing Advertising Copy for the Printer, Use of Type, Use of Illustrations—advertising every department of the store (a chapter devoted to each department), How to Get Assistance from the Local Papers, Advertising for Each Month of the Year (a separate article for each month), Season Advertising (an article for each season), General Advertising (Booklets, Circulars), Newspapers, Bill-boards, Show Windows, Delivery, Classified, Educational Features, Co-operation, Honesty in Advertising, Individuality, Schemes, Premiums, Street Car, Mail Department, How to Write Advertising, How Much to Spend, Bookkeeping and System, Catalogue Making, Advertising Your Town, Special Sale Advertising, with examples, Correspondence, Competition, Describing Items, Interior Display, Card Writing, Headlines, Humor in Advertising, etc.

1000 Advertising Phrases

That alone are worth the price of the book. Hundreds of the very latest types of illustrations with valuable chapter on Chalk Plate Making, Parcel Post, etc., etc. This book is used as a text book of the Koester School in its Advertising Classes, and this new and larger edition has been thoroughly revised by the Advertising Instructor of this school.

Will Increase Profits

Every store must do some advertising. Every store should have this book, as it will answer any question which may come up relative to the store's advertising. It is a complete reference library, fully illustrated. This entire volume is devoted exclusively to the subject of Retail Advertising. Bound in full cloth, sent postage prepaid any place in the United States (money must accompany all orders).

Only
\$2.00

Book sent prepaid to any address upon receipt of price. MERCHANTS RECORD & SHOW WINDOW, CHICAGO



VALANCES AND SHADES

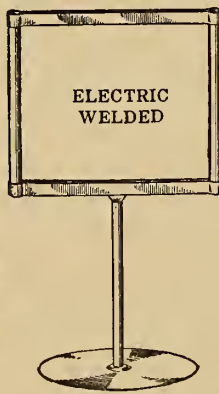
Made to Your Order

Exclusive Designs—Reasonable Prices—Prompt Deliveries.

ART WINDOW SHADE CO.

2838 Broadway

Chicago



No. 690

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Be a Combination Man

We'll train you in advertising. It won't cost much. Then you can command more money. Write for details.

THE AD SCHOOL

292 Woodward Ave.

Detroit, Mich.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.

Here's the proper ready-to-fit eyelashes for wax figures. The same as we supply to leading manufacturers of wax figures both in United States and Canada.



Eyelashes made of the finest French stock. Correctly shaped. Full directions included enable any person to fit them in place.

Price per set, 50c; six sets, \$2.50; 12 sets, \$4.50.

LIQUID IVORY CEMENT The Most Powerful Cement Known

Mends joints solid as welded iron. Dries hard over night. For broken wax fingers, broken dolls or anything where it is necessary for permanent joining.

Fully Guaranteed

2 Ounce Bottle, \$0.50

4 " " .75

6 " " 1.00

8 " " 1.50

16 " " 2.00

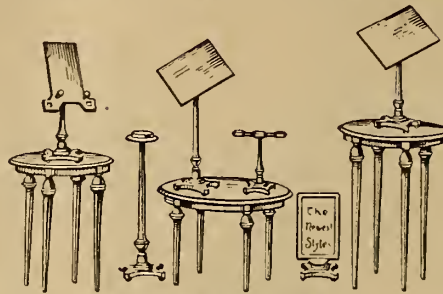
32 " " 3.00

Full directions how to use with each bottle.

HARRISBURG WAX FIGURE RENOVATING CO.
335 Crescent Street Harrisburg, Penna., U. S. A.



Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
New Catalog No. 92 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

Ready-to-Letter SHOW CARDS

that are real works of art.

Write for Catalog

THE LACKNER COMPANY
Fifth & Race Sts., Cincinnati, O.

Largest manufacturers of ready-to-letter show cards in the world.

BACKGROUNDS

and

Art Window Flooring

Everything for the Display Man
and Card Writer

E. J. BOYLE & BROS.

Designers and Manufacturers

29 W. Maryland St. Indianapolis, Ind.



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK.

The Right Line of DECORATIONS

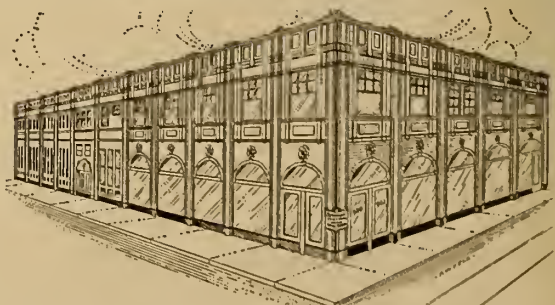
Getting the right kind of decorations is more a matter of selection than of price.

You will find our flowers far above the average in quality and appearance, yet they cost no more.

Our beautiful and up-to-date line is shown in your locality each season. If you are interested, our salesman will call, or we can send you samples.

E. C. DIETZ

Successor to Wm. Buhrig Co., Established 1899
219 E. 34th St. NEW YORK



An establishment RENTING children's, women's and men's display figures, costumed to fit your IDEAS. Rented at nominal cost.

SCHMIDT DISPLAY STUDIO

Historical and Modern Wax Figures.
920-922 No. Clark Street CHICAGO

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Combination Window Trimmer and Card Writer anxious to locate with good firm. Address, J. L. Black, 116 South St., Bluefield, W. Va.

WANTED—Combination Window Trimmer and Card Writer and Advertising man. State salary and references in first letter. Address, J. Katzenstein & Co., Marietta, Ohio.

FOR SALE—Decorations used in our Fiftieth Anniversary. Ready for delivery after January 1st. Particulars and photographs on request. Address, The L. H. Field Co., Jackson, Mich.

WANTED—An up-to-date Display and Advertising Man. Must be ready to report for work within thirty days. Give references and salary expected in reply. Address, W. T. Fountain, Greenwood, Miss.

WANTED—First-class window trimmer and card writer for Department Store. Beautiful windows and everything to do with. Must be competent and aggressive. Give references and salary expected. Address, J. Lowenstine & Sons, Inc., Valparaiso, Ind.

WANTED—To buy five gross of either Apple Blossom or Rose Vine Sprays in one-yard lengths. Used flowers, if in good condition, will do. Must know before Jan. 20th. Address, H. J. Maki, 409 Columbia Bldg., Duluth, Minn.

WANTED—Live Wire Window Trimmer and Card Writer by progressive dry goods and women's apparel store. Live town of 12,000. Prefer man with some knowledge of advertising. Beautiful 50-foot arcade front. State salary, references, samples of work and when can come. Address, H. D. Butterfield Co., Mitchell, S. D.

WANTED—A window and display man for large Department Store in Colorado town of 10,000 population. One who can make displays, and follow them up by writing ads that sell the goods. Great opportunity for a live one with progressive ideas. Good salary—besides, to the right party, stock can be had in the corporation, paying big dividends. Position open after January 1st. Write, giving all required information. Box 365, care of MERCHANTS RECORD AND SHOW WINDOW, 431 So. Dearborn St., Chicago, Ill.

INSTANT "BLACK PEN INK"

Patented 1911-1918

For Show Card Writing, Art Work and Drawing, also air brush work.

\$1.00 per Quart 75c per Pint

Chemicals enough for one quart, or one pint mailed in dry form. Simply mix with water. Guaranteed not to mold, settle or corrode.

INSTANT INDELIBLE INK CO.

3342 Cullom Avenue

Chicago

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

For Your Parcel Post

Better than string. Simply moisten and attach like sealing tape. Opens like a "clasp" envelope. Meets all "open mail" requirements. Ask for Free Samples or send \$1.00 for Trial Carton (250) assorted sizes.

D. Twindisk Co. 804 Central Station, St. Louis, Mo.

CASPALL
—FASTENERS—

SAVES THE TIME
OF TYING

Fits Any Package Wrapper.



Hand Air Brush Blanks in Display Cards and Price Tickets

PRICES

2 x 3	6-ply cardboard.....	\$0.12 per dozen	\$ 1.00 per 100
3½ x 5½	8-ply cardboard.....	.20 per dozen	1.50 per 100
5 x 7	8-ply cardboard.....	.65 per dozen	4.50 per 100
7 x 11	8-ply cardboard.....	.75 per dozen	5.50 per 100
11 x 14	8-ply cardboard.....	1.25 per dozen	9.00 per 100
14 x 22	10-ply cardboard.....	2.50 per dozen	18.00 per 100
22 x 28	10-ply cardboard.....	3.50 per dozen	25.00 per 100

Samples 50c. Catalog Free.

APEX SHOW CARD SERVICE

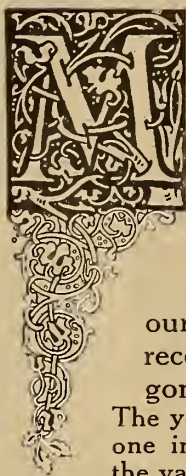
179 Shelby St.

DETROIT, MICH.

Phone Main 3825

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MERRY CHRISTMAS and a HAPPY NEW YEAR

To our many friends we extend the Season's Greeting and our sincere good wishes for the coming year. We take this occasion to express our appreciation and thanks for the favors we have received during the past year and in the many years gone by.

The year that is drawing to a close has been the most unusual one in our history. All precedents have been shattered in the vast volume of business handled. Since early fall we have worked under great pressure to keep pace with the flood of orders that has poured in. We have worked hard and have surmounted innumerable difficulties in our effort to give to our customers the service we have always given them.

We know that we have done well. It is inevitable, however, that under the great pressure which has been upon us, some who have depended upon us must have been disappointed. To these we offer this explanation and apology.

To those whose orders have been delayed, we can only say that we have done everything humanly possible to get the work out on time. We have splendid factory equipment but help has been extremely scarce and we are limited to an eight-hour day. When there have been unavoidable delays we believe we have felt the disappointment as keenly as the customer.

To those whose late orders could not be accepted, we wish to say that we appreciate their business and want it. When orders were received that we knew could not be delivered in time, they were returned at once to the customer so they might be placed with other dealers. We did this rather than to disappoint our customers.

We have done our best to keep faith with our customers. We shall continue to do our best.

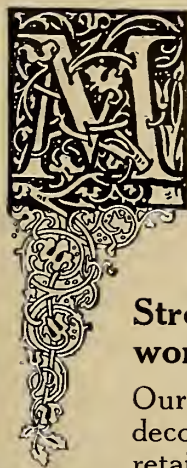
The Botanical Decorating Co.

*Manufacturers and Importers of Artificial
Flowers and Decorations*

208 West Adams Street

Chicago

When Super Decorations Are Required



ARSHALL FIELD *and* COMPANY

famous the world over for their artistic, attention-compelling store decorations, selected our material for all their State Street windows, and the greater part of their wonderful interior.

Our order comprised the largest and most pretentious decorating service ever furnished to an individual retail mercantile establishment.

Marshall Field and Company are only one of many of America's leading stores who come to us for their out-of-the-ordinary artistic decorations of wonderful beauty in design and color harmony.

On request we will gladly tell you of our new 1920 Spring Decorations. These are different from anything else you have ever seen.

If you want yours to be the leading store in your city, consult us on window and store interior decorations.

The Botanical Decorating Co.

*Manufacturers and Importers of Artificial
Flowers and Decorations*

208 West Adams Street

Chicago



Gain a Better First Impression From Those Passing By—

You know what an important item curtains are to the home. Correctly made and well designed valances are every bit as important to your show windows. Without them your windows are lacking in appearance—that something to make your store inviting.

We Are Valance Headquarters

Here you have the advantage of selecting from the most complete line in the country and at prices considerably less than you would expect to pay.

For Immediate Shipment—

A new and very complete line of continuous designs, one of which we illustrate below.



18-inches deep over-all. Ivory colored Poplin body, appliqued in Rich Blue Poplin

Send glass size of your windows and we will promptly mail Folder of Valance Designs in actual colors with recommendations covering your requirements.

Curtis-Leger Fixture Co.

237 W. Jackson Blvd.

CHICAGO, U. S. A.

SMITHSONIAN INSTITUTION LIBRARIES

3 9088 01304 1199